OCTOBER 20, 1958 THIRTY-FIVE CENTS

28TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Station WHO puts the PLUS into merchandising!

The emblem represents WHO Radio's outstanding "Feature Drugs Merchandising Service"—comprehensive *plus* service offered, *at no extra cost*, to WHO advertisers whose products are sold in drug stores. 250 leading stores, accounting for 40% of drug volume in 76 of Iowa's 99 counties, take part in "Feature Drugs" service.

WHO Radio's "Feature Drugs" service works for you in four different ways—and you get the whole package when your gross expenditure on WHO Radio is $250 per week for 13 weeks, or $3250 within a 13-week period of time.

WHO's "Feature Drugs Merchandising Service" is producing BIG RESULTS for some of the nation's finest drug manufacturers. It can do the same for you. Ask PGW today for more about WHO Radio and "Feature Drugs"!

1
Each 13 weeks the "Feature Drugs" merchandising staff encourage 250 high volume drug stores to stock your WHO-advertised product!
2
Each 13 weeks trained "Feature Drugs" merchandisers get better display space for your products!
THIS STORE SELECTED for Courtesy... Dependability... Service
HEADQUARTERS
WHO
Feature Drugs
PRESCRIPTIONS
3
Each 13 weeks your counter displays are placed in 60 WHO "Feature Drugs" stores!
4
Monthly reports showing status of your product in the Iowa market, and competitive activity!

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines WOC-TV, Davenport

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.,
National Representatives

NBC Affiliate

THE 6th ANNUAL WLS-PRAIRIE FARMER FARM PROGRESS SHOW

Numerous demonstrations of interest to women drew capacity crowds both days.

Bigger than Ever!

NEVER BEFORE A GREATER CONCENTRATION OF FARM BUYING-POWER!

More than 215,000 Farm People attended this 1958 two-day event

453 private planes (more than one-third of the "Flying Farmers" in mid-America) and 65,000 cars brought enthusiastic WLS listeners from throughout the five-state heart of America, to see and learn about the latest and best in farm methods and equipment.

When 215,000 of America's most prosperous and progressive farmers turn out for the WLS-Prairie Farmer Farm Progress Show, you begin to realize the tremendous pulling power of WLS. Most farm families in mid-America depend on WLS for entertainment, up-to-the-minute news, markets, weather reports, and information on products of interest to them. If you have such a product, call WLS or your John Blair man *today*.

As far as you can see, visitors viewing exhibits in which they are interested.

87 acres of auto parking space for visitors and another 40 acres for planes.

WLS

CHICAGO 7

The Most Powerful Radio Voice in Agriculture

1230 Washington Boulevard • Telephone MOnroe 6-9700

890 KILOCYCLES • 50,000 WATTS • FULL TIME • REPRESENTED BY JOHN BLAIR & CO.

DES MOINES IN DEPTH

Highlights of Media Study by Central Surveys, Inc.

KRNT-TV

▶ The Station Most People Watch Most!

▶ The Station Most People, By Far, Depend on for Accurate News!

▶ The Station With Far and Away the Most BELIEVABLE Personalities!

This Central Surveys study reveals many interesting facts that show without question KRNT-TV delivers the kind of results a present-day advertiser wants and needs!

KATZ Has the Facts for YOU!

The COWLES Operation in Iowa

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

VARIETY
IS THE SPICE OF LISTENING

NEWS

MUSIC

SPORTS

DRAMA

COMEDY

KRLD radio 1080
HAS MORE ADULT LISTENERS IN METROPOLITAN DALLAS
than any other Dallas station

Based on April-May 1958 Audience Composition Radiopulse of listeners per 100 listening homes — Monday through Friday.

Radio advertising that pays off in the Southwest must start with KRLD, basic CBS outlet for Dallas and Fort Worth. KRLD, Texas' oldest CBS affiliate, with a wide variety of the best in programming, hold a unique place in the hearts of listeners of all ages . . . and especially those who hold the purse strings.

Over 70 varied programs of the best in radio reach more people, 24 hours a day, over KRLD than by any other Texas radio station (N.C.S. No. 2). Remember, too, that KRLD is the only full-time 50,000 watt station operating in the Dallas-Fort Worth area. More coverage . . . higher ratings . . . a wide variety of programming will get you more for your advertising dollar on KRLD Radio 1080 Dallas.

KRLD is the radio station of The Dallas Times Herald, owners and operators of KRLD-TV, telecasting with maximum power from the top of Texas' tallest tower. The Branham Company, exclusive representatives. Herald Square, Dallas 2.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

KRLD radio 1080
CBS RADIO NETWORK
FOR DALLAS and FORT WORTH

50,000 WATTS COMPLETELY SATURATE THE GREAT SOUTHWEST MARKET

closed circuit.

BUICK'S BUY • Despite derisive campaign of newspapers, insiders doubt Buick will reverse its field and discard tv as No. 1 advertising medium for its 1959 car. Change would come only if sales picture changes drastically. As in most auto ad decisions, allocations go with unit sales; should Buick sell lots of cars, some "excess" ad funds will become available, some most likely apportioned to tv and radio (either spot or network) and some to newspapers—throwing latter "a bone." Buick now is in tv to tune of estimated $12.5 million (yearly allocation) plus $1 million for radio on basis of sales in initial introductory period. Buick-McCann-Erickson decision to ride with tv looks safe right now—1959 Buicks are selling, with "fantastic" stories of dealer orders backlogging in Detroit.

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Behind-scenes concern is voiced in distilling circles over announcement that Wisconsin radio station will break barriers and accept liquor advertising (story page 31). Distilled Spirits Institute, whose board of directors on Oct. 16 reaffirmed DSI code ban on use of radio-tv advertising, fears reaction on Capitol Hill next session when it expects to face traditional legislation to prohibit all alcoholic beverage advertising in all media. DSI claims distilling industry adheres to its code ban but says it is helpless to check advertising by wholesale and retail outlets.

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ON THE FIRE • Seldom quiescent station trading market was unusually active last week, with number of tv transactions, running into multi-millions, being talked up as being in "take-it-or-leave-it" stage. Active negotiations were in progress involving these stations: (1) ch. 10 KBET-TV Sacramento at $4.5-$5.5 million figure; (2) WJAR-AM-TV Providence (tv ch. 10) as part of transaction involving The Outlet Co., department store, for overall figure of $12 million; (3) ch. 12 KPTV Portland, Ore., in $4-5 million area.

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It's a good bet that when CBS closes its uhf WHCT (TV) Hartford, Conn., on Nov. 16 [STATIONS, *Oct. 13*] *WHCT General Manager Harvey J. Struthers will move into CBS-TV Network Division as national manager of affiliate relations. This post is being vacated by Carl S. Ward, who moved up to vice president and director of affiliate relations last week upon Ed Bunker's transfer from that job to vice president and general sales manager* [CLOSED CIRCUIT, *Oct. 13; also see page 74.*]

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SUPER SHUFFLE • Switch of King Broadcasting Co. stations in Seattle and Portland, Ore. from ABC to NBC (story page 74) constitutes biggest affiliation news of new season. Full scale shifts, slated to take place next year, could occur earlier by mutual consent, which would follow usual pattern since stations involved do not relish promoting programs that later will be on opposition outlets. KING-TV Seattle, which will replace KOMO-TV, now has $1200 class A ABC rate but will go to $1300 on switch to NBC. KGW-TV Portland, has present ABC rate of $800 but will get $1100 on switch from KPTV (TV) Portland.

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ABC-TV does not expect difficulty in finding new outlets to cover Seattle and Portland markets. Ollie Treyz, ABC-TV president, has told station relations experts to study possibilities of "unusual" affiliations, such as combination of Tacoma and Bellingham vhfs to cover entire Tacoma-Bellingham-Seattle region. But if they don't work out, there are more conventional arrangements possible with vhfs in main markets themselves.

•

COST ABSORPTION • NBC-TV has decided to abandon—at least for 1959—its plan to assess affiliates in Standard Time areas for costs of lines used to deliver delayed programs to them during Daylight Saving Time months [AT DEADLINE, Aug. 18]. As originally proposed, plan would have cost Standard Time affiliates, numbering about 115, estimated 5¼% of their network revenues. Affiliate unhappiness was eased none by CBS-TV's subsequent pronouncement, also subscribed to by ABC-TV, that delivery of programs is network responsibility and stations should not be charged. Word of new NBC decision was going out to affiliates over weekend. Thus they'll have the good news before their annual meeting in New York this week [CLOSED CIRCUIT, Oct. 13].

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Reports circulating fortnight ago that Mutual's new President A. L. Guterma had offered to buy ABC Radio network had some basis in fact—there was at least token discussion—but reports also were incomplete. Upon rejection of his offer for Mutual to take over ABC network (not including owned stations), according to ordinarily reliable sources, Mr. Guterma made counter-offer: to sell Mutual to ABC. This, too, was turned down.

•

SECOND SPIN? • Cunningham & Walsh President John B. Cunningham, who year ago spun broadcast world around on its heel with "boredom factor" speech, will take new look at medium in talk before San Francisco Ad Club Oct. 29. New speech, entitled "Television Today—Script Written by the Public," will make use of special studies by C & W research, chiefly on viewer attitudes (interest in westerns high), effect on tv on such diverse areas as politics and pre-school children.

•

Hope for break-through in historic reluctance of department stores to buy radio time is behind new retailing technique developed by Gresh & Kramer, Philadelphia agency. Elements of copyrighted plan were used by John Wanamaker storm-window department (story page 35). When legal angles are ironed out, it's understood agency will form subsidiary to promote use of radio by major retailers.

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TRAVELERS • Diminished activity at FCC in recent weeks could be attributed to commissioners' goings and comings. Last week might be considered atypical, but this is way it was. Comr. Robert T. Bartley addressed Massachusetts Broadcasters' Assn. in Boston Wednesday. Comr. John S. Cross addressed National Assn. of Educational Broadcasters in Omaha Thursday. Comr. Robert E. Lee spent Friday in Columbus, Ohio, on Conelrad business. Comr. Frederick W. Ford left Saturday for Honolulu; he's FCC observer on U. S. Coast Guard search and rescue exercises in Hawaiian waters and will return early in November. Chairman John C. Doerfer, who left Sept. 12, is in Geneva as chairman of the U. S. delegation to telegraph and telephone conference of International Telecommunications Union; he's slated to return about Nov. 12.

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Juggling of Washington, D. C., radio station structure hasn't ended with shift of MBS affiliation from WGMS to WOL. Next development will be complete overhaul of WGMS program format under Raymond F. Kohn, operator of profitable WFMZ-FM Allentown, Pa. Mr. Kohn will install fine-music concept in place of present flexible music programming. He was brought in by Thomas F. O'Neil, head of RKO Teleradio Pictures, which owns station, following success of fine-music formula in Allentown.

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SETTLEMENT • Test case brought by Ed Craney's KXLF-TV Butte, Mont., against community antenna operator Helena Television Inc., on program property rights, may be won by default, without definitive ruling by U. S. District Court at Helena. On basis of affidavit from CATV operator that he will discontinue picking up KXLF-TV programs, both parties have filed motions to dismiss but, as of last Friday, tribunal had not acted. Suit alleged that CATV operator had "pirated" programs and was serving nearly 2,000 subscribers in Helena area with result that Craney's KXLJ-TV Helena, was unable to sell sponsorship of rebroadcast programs from Butte station, and would be forced to go dark if court did not enjoin "piracy."

DICK CLARK MAVERICK PAT BOONE

WALT DISNEY PETER LIND HAYES

PERRY COMO OZZIE AND HARRIET

LAWRENCE WELK RESTLESS GUN

DONNA REED MACKENZIE'S RAIDERS

THE REAL McCOYS DINAH SHORE

PATTI PAGE CHEYENNE SUGAR FOOT

BOB CUMMINGS GEORGE BURNS

LAWMAN LONE RANGER RIFLEMAN

EVERY WEEK IS RATING WEEK

WITH WSPD-TV'S NEW STAR-STUDDED PROGRAMMING!

The big change in WSPD-TV's programming has all Toledo talking — and looking! In addition to SPeeDy's unchallenged news and sports coverage superiority, now all the top stars in television and movie business can be seen on Channel 13, topped by the best films from UNITED ARTISTS, SCREEN GUILD, MPTV, WARNER BROS., RKO and MGM studios! Throughout the day and evening—all through the week— WSPD-TV has the big-audience appeal to 477,800 homes and almost two million people. Get in on the big change on SPeeDy and get big sales!

Represented nationally by the KATZ AGENCY

Storer Television

WSPD-TV Toledo WJW-TV Cleveland WJBK-TV Detroit WAGA-TV Atlanta

"Famous on the local scene"

WSPD-TV

TOLEDO

THE WEEK IN BRIEF

Liquor on the Air?—It could happen. WOMT Manitowoc, Wis., says it will take all alcoholic beverage business as of Nov. 1. NAB rushes to object, but liquor advertisers aren't rushing to accept. Page **31.**

Ad Picture in Palm Springs—Western Region of American Assn. of Advertising Agencies looks at advertising's past record and job still to be done—notably task of doubling advertising in next decade—at California annual conference. Page **33.** Delegates hear how Kaiser Aluminum rounded up sales with *Maverick* on tv. Page **34.** Norton W. Mogge, president of Atherton Mogge Privett Inc., is elected AAAA western chairman. Page **34.**

John Wanamaker's Radio Success—Nation's pioneer department store shows the retailing world how to multiply sales volume many times by weekend radio campaign on behalf of storm windows and jalousies. Page **35.**

ANA to Study Radio-Tv 'Problems'—Tv costs, audience measurement and such new developments as videotape are on agenda for 49th annual fall meeting of Assn. of National Advertisers, to be held Nov. 9-12. Page **36.**

How Big Is Radio?—A survey on the number of radios in the U. S. is being financed by the Radio Advertising Bureau under the supervision of the Advertising Federation of America, using the facilities of the U. S. Census Bureau. Page **39.**

Radio Mixes High Octane Into Clark's Sales—Midwest gas chain keeps up with industry giants by putting over 90% of its advertising budget into the aural medium. Page **40.**

Weiss & Geller vs. Bon Ami: Round No. 2—Advertiser asks damages from agency in counterclaim to breach of contract suit, but agency files new affidavit defending services under attack and showing how it advised Bon Ami it could get more and better tv time for less by paying cash instead of barter. Page **48.**

What About the Color Set Owner?—BBDO-NBC joint study finds him the better-incomed, more influential citizen. Behind the study: desire to whet national advertiser's appetite for color tv—and to draw his coin. Page **52.**

How Agencies Placed at Tv Networks—Study of first six months of 1958 shows that Young & Rubicam, J. Walter Thompson and Ted Bates lead in volume of gross time billings. Page **56.**

Twin Billing Booster—The stereophonic simulcast means that the national advertiser will buy time on a string of network (national or regional) stations to accompany its network tv show, bringing more billing to agencies and to radio. RCA, Plymouth and AT&T are the more obvious among the national advertisers. Page **58.**

New Tv-Radio Monitoring Service—U. S. Broadcasting Checking Corp. is offering monitoring system that provides a "tv tearsheet" of commercials, which lists photo, audio script and exact time announcement was delivered. Page **58.**

Creativity in Commercials—Panel of speakers will give their views on radio-tv commercial creativity as part of the 1958 eastern annual conference of the American Assn. of Advertising Agencies in New York. Page **64.**

Oversight's Back in Business—House subcommittee plans to resume hearings about Nov. 12 and may get back to Pittsburgh ch. 4 case. Page **67.**

Microwaves Want Action—Microwave relay company asks federal court to order FCC to act on applications. Commission has put relay link applications to feed tv signals to CATV operators in "deep frost" since May. Page **68.**

Ch. 4 in Clear—Federal court upholds FCC grant of ch. 4 New Orleans to Loyola U.; rejects charges Jesuit institution is under "alien" control. Page **72.**

Affiliates Shuffled in Northwest—NBC switching to KING-AM-TV in Seattle, to KGW-AM-TV in Portland. Page **74.**

'21' Goes Under—Pharmaceuticals, NBC drop it in move attributed to ratings slump in face of "quiz scandal." Program to be replaced by *Concentration*, another Barry & Enright quiz. Sponsors of *$64,000 Question*, dean of the quizzes, also worried by skidding ratings. Page **76.**

NAB Hears Radio-Tv Lauded—Wesley I. Nunn, advertising manager of Standard Oil Co. (Ind.), says electronic media are basic to company. Radio more effective as medium since arrival of television, he tells fall conference in Milwaukee. Second conference of week was held at Minneapolis; Boston follows today (Oct. 20); last conference in Washington Oct. 27-28. Page **78.**

Political Law to Highest Court—Sec. 315 of Communications Act, which forbids censoring of political speeches without providing libel protection, will be reviewed by U. S. Supreme Court. Appeal by Farmers Union from North Dakota decision involves constitutional rights of broadcasters Page **92.**

Russia Bears Down Harder on News—Further suppression reported by NBC in wake of CBS Moscow bureau ouster. Page **98.**

In This Thing Together—Commercial contributions to educational tv are listed by Merle S. Jones, president of CBS television stations division, and Eugene S. Thomas, vice president-general manager of KETV (TV) Omaha, at National Assn. of Educational Broadcasters meeting. Page **98.**

MR. GEARY

Sales of Yesteryear—Where are those old-pro announcers who used to do such a craftsmanlike job on the commercial, back before the d.j. and ET came to dominate the air? The question is posed in MONDAY MEMO by Robert P. Geary, assistant radio-tv director of Mathisson & Assoc. Adv., Milwaukee. Page **117.**

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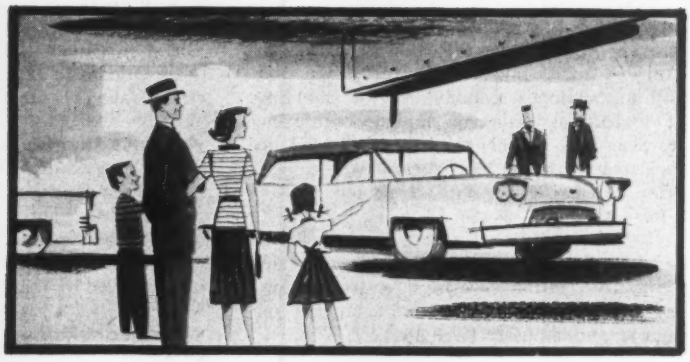
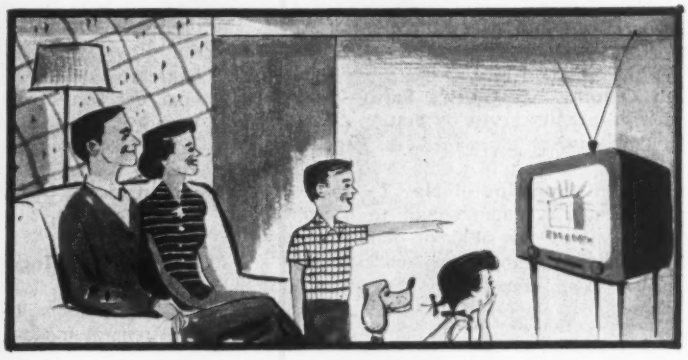
AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

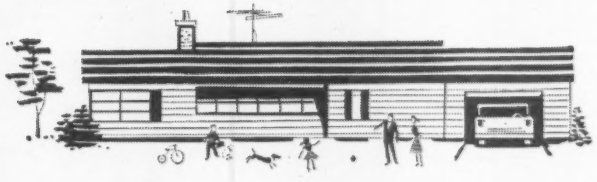
They **buy** *as a family . . .*



because they were **sold** *as a family . . .*



by their **local** *Meredith station!*



KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

at deadline

SWEZEY, JENNER DISAGREE ON CANON 35; RALPH RENICK NEW PRESIDENT OF RTNDA

"Psychological effect" of broadcast and photographic coverage of courtroom proceedings on judges, attorneys and witnesses remains major stumbling block to removal of Canon 35 and appears "unsolvable" to bar members, Albert E. Jenner Jr., president of American College of Trial Lawyers, asserted Friday. He appeared in debate with Robert D. Swezey, WDSU-AM-TV New Orleans and chairman of NAB's Freedom of Information committee, at Radio-Television News Directors Assn.'s Chicago convention (early story, page 86).

Mr. Jenner cited three main problems: (1) apprehension on part of attorneys and witnesses and difficulty of obtaining latter; (2) tendency of participant to "perform" knowing radio and/or tv is covering trial; (3) on the spot broadcasting, using testimony out of context with apparent distortion. He claimed rights of free press must be equated with right to fair trial but acknowledged radio-tv's "unobtrusive" coverage is no longer issue in controversy.

Mr. Swezey denied psychological effects was major factor involved and termed American Bar Assn. stand as "narrow and selfish reasoning." He said Canon 35 is "outmoded and actively inimical to the people and the courts." "Broadcast and photographic coverage should be permitted in the courtroom with the same rights and latitude enjoyed by other media and subject in the same manner to any restrictions necessarily imposed by the courts to insure an orderly procedure."

NAB President Harold E. Fellows at Friday luncheon advocated full news service for stations because of "greater than ever" public need for information and particularly if they intend to editorialize. He noted that some stations neglect adequate local coverage, relying on wire services. Mr. Fellows noted requirements of proper training for editorializing also apply to covering public and court proceedings, commenting, "If we are going to cover the courts, and demand the right to do so, we must be prepared professionally to do the job properly and with dignity."

New officers of RTNDA elected Friday were Ralph Renick, WTVJ (TV) Miami, president; Sheldon Peterson, WTCN Minneapolis, vice president-program; William Small, WHAS-TV Louisville, vice president-tv; Nick Basso, WSAZ Huntington, W. Va., vice president-radio; F. O. Carver Jr., WSJS Winston-Salem, N. C., re-elected treasurer, and three directors for three year terms: William Garry, WBBM Chicago; William B. Monroe Jr., WDSU-TV New Orleans, and H. Bremmer, CFPL London, Ont.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 33.

SHAVER TESTS TV • Landers' Frary & Clark, New Britain, Conn., as yet uncounted among regular users of tv advertising, may be getting there. LF&E, for its new product (not yet on markets)—Universal cordless electric shaver (runs on batteries)—will go into spot television on four stations in three cities (New York, Los Angeles and Cleveland) effective Nov. 10 through middle of December, using 10-15 minutes weekly. Company some time ago ran similar test spot tv campaign for Universal Coffeematic, liked the results and now is considering entering spot tv in spring. Agency is Goold & Tierney, N. Y.

LUCKY WHIP IN 24 • Lever Bros.' Lucky Whip dessert topping breaking this week with daytime minute tv spots in about 24 markets. Ogilvy, Benson & Mather Inc. will conduct push through end of November.

SHAMPOO SPOTS • Procter & Gamble, Cincinnati, is placing new spot tv campaign in number of markets (unspecified) on behalf of its Liquid Prell shampoo. Drive will start late this month and end about June next year. Benton & Bowles, N. Y., is agency.

YULE TIME • Lanvin Parfums Inc., N. Y., expanding tv spot campaigns to encompass over 30 stations in about 20 markets for 6-week pre-Christmas push starting early November. Buying, not completed, is through Dowd, Redfield & Johnstone, N. Y.

TV FOR GLADE • S. C. Johnson & Son, Racine, Wis., for its Glade air freshener, breaking new spot tv campaign early in November and running through end of year. Actual number of markets not revealed in drive that will cover some eastern cities. Benton & Bowles is Glade's agency.

ABA Names Nine Lawyers To Canon 35 Study Group

Membership of special American Bar Assn. committee to study Canon 35 reported Friday, with Whitney North Seymour, New York attorney and former president of that city's bar group, as chairman. He promised commencement of study, authorized by ABA at Los Angeles convention, within "immediate future," seeking "available information from as many sources as possible."

Other members: Joseph A. Ball, Long Beach, Calif., former president of the State Bar of California; Richmond C. Coburn, St. Louis, former president of Missouri Bar, and member of ABA board of governors; David A. Nichols, Camden, Me., state delegate for Maine in House of Delegates; Lewis C. Ryan, Syracuse, N. Y., former president of American College of Trial Lawyers and also former president of New York State Bar Assn.; Judge Emory H. Niles, Baltimore, Chief Judge of Supreme Court of Baltimore City and chairman of ABA section of judicial administration; James L. Shepherd Jr., Houston, Tex., immediate past chairman of ABA House of Delegates; Richard P. Tinkham, Hammond, Ind., chairman of ABA committee on public relations and former chairman of National Conference of Bar Presidents, and Edward L. Wright, Little Rock, Ark., former president of Arkansas Bar Assn.

Baltimore Ad Tax Illegal, Maryland High Court Rules

Baltimore city tax on advertising is illegal, with over $1.5 million in tax collections to be refunded by city under Friday (Oct. 17) decision by Maryland Court of Appeals. State's highest court affirmed Baltimore Circuit Court ruling that held tax void because it impedes freedom of press. City levied tax last Jan. 1—4% on purchaser of advertising time and space, 2% on gross receipts of broadcasters and publishers handling advertising. City had repealed tax last spring, effective next Jan. 1.

Court in unanimous 22-page opinion held, "We do not hold that every tax imposed upon the newspapers or the stations, or the producers of revenue to the newspapers and the stations, that may incidentally affect the power of such media to collect and disseminate news because of reduced revenue is violative of the freedoms guaranteed by the first amendment; but we do hold that these particular taxes are so single in their nature and the range of their impact is so narrow—90% to 95% thereof falling upon the newspapers and the stations—that their effect makes them constitute a restraint upon the freedoms of speech and of the press guaranteed by the First and Fourteenth amendments to the Federal Constitution, and Article 40 of the Maryland Declaration of Rights." Opinion was written by Judge Stedman Prescott.

at deadline

Study Charts Advertising Of Under-$200,000 Stores

Study made public last Friday (Oct. 17) by Irving C. Krewson Corp., New York, resident buyers, reveals that retail establishments with sales volumes of less than $200,000 yearly place "relatively high" 17.3% of advertising budgets in radio. Seven-month survey consisted of questionnaires to 9,000 retailers, 3,794 of which filed returns.

It was pointed out that stores with sales volume of less than $200,000 are situated primarily in communities where daily newspapers usually are not available and retailers there have turned to radio. These stores, survey shows, spend about 2.48% of sales volume in advertising.

Heaviest day for advertising is Thursday, followed by Friday, Wednesday, Tuesday, Sunday, Saturday and Monday in that order. Percentage of budget devoted to advertising increases proportionately with increase in sales volume of stores, it was revealed. Specialty stores consistently spend more money on average for advertising than do department stores, study shows. Study indicates that about 65% of advertising budgets of advertisers are allocated to newspapers.

FCC, Staff Get Together For First Allocations Talks

Four of seven FCC commissioners met with top level Broadcast Bureau staffers Friday for first discussion of tv allocation problems. Result of all-day meeting was score of requests by individual commissioners for more economic and technical information on various aspects of allocations problem.

Special FCC task force on tv allocations was established last summer. Work is being coordinated by Broadcast Bureau chief Harold Cowgill, Rules & Standards chief Hart Cowperthwait and Economics chief H. H. Goldin. Technical team comprises engineers Louis H. Rein, McIvor Parker and Arnold Skrivseth.

Meeting Friday was preliminary and exploratory, it is understood. Discussion centered around three basic roads to tv's allocations future: (1) all uhf system, (2) all vhf system—plus suggestions for extending present 12-channel vhf band, and (3) de-intermixture.

Attitude of commissioners was described as serious and anxious to arrive at approach best for public, broadcasters, existing investments and overall public weal. One participant said: "We realize we must do something, or it will be done for us in much more radical fashion."

Present at the meeting besides above-named staff officers and their aides were Comrs. Rosel H. Hyde, Robert T. Bartley, T. A. M. Craven and Frederick W. Ford.

NOT SO—NBC

Blast by W. W. Warren, executive vice president and general manager of KOMO-AM-TV Seattle, against NBC-TV decision to switch affiliations to KING-AM-TV there (see page 74), brought this answer from NBC spokesman Friday: "No 'political' or 'ulterior' motives were involved. The affiliation changes were based on NBC's conclusion that they would benefit its television network and the public and the advertisers it serves. This conclusion was reached with regard to each of the stations in each of the markets [Note: affiliation changes also were made in Portland, Ore.] on its individual merits."

Daytimers Ask FCC Defer License Renewals for Clears

Daytime Broadcasters Assn. Friday asked FCC to withhold action on and place in its pending files applications for renewal by 12 Class I-A am stations until final Commission disposition of rulemaking on clear channels issued last spring [LEAD STORY, April 21] or until "freeze" is lifted on applications for Class II stations on Class I channels.

Stations involved are WRCA New York (660 kc), WABC New York (770 kc), WCBS New York (880 kc), KYW Cleveland (1100 kc), WHAM Rochester (1180 kc), on whose frequencies rulemaking would make new Class I and II nighttime assignments; and WMAQ Chicago (670 kc), WGN Chicago (720 kc), WBBN Chicago (780 kc), WLS Chicago (890 kc), KDKA Pittsburgh (1020 kc), KMOX St. Louis (1120 kc) and WCAU Philadelphia (1210 kc) on which rulemaking would permit assignment of unlimited Class IIs.

DBA said courts and Congress have criticized FCC delay in making such assignments and FCC rulemaking recognizes need for promptness. Since clear channel stations can be expected to contend their existing licenses would be modified by rules and will try every legal tactic and maneuver to forestall and delay effectuation of rules, DBA said, they will be in no legal position to claim modification of licenses if renewals are withheld. DBA noted FCC is under mandate of Communications Act to authorize use of channels for limited periods of time, not ownership.

Gulfport Uhf Ch. 56 Deleted

FCC has deleted construction permit for WSTG (TV) (ch. 56) at Gulfport, Miss., at request of permittee, I. K. Corkern. This is 40th uhf construction permit to be deleted.

PEOPLE

RICHARD W. TULLY, vice-president-general manager of Foote, Cone & Belding Chicago office, named to newly created post of chairman of its national operations committee. He will headquarter in New York starting Jan. 1, coordinating operations of agency's seven U. S. offices. Mr. Tully also named senior vice president and elected to FC&B board of directors. **CHARLES S. WINSTON JR.,** director and senior vice president, replaces Mr. Tully in Chicago, continuing on Edsel account.

ALVIN COOPERMAN, producer for Henry Jaffe Enterprises, N. Y., appointed executive producer of Screen Gems Inc., Hollywood.

HAROLD F. DRISCOLL, previously director of advertising and sales promotion, Bell & Howell, appointed advertising manager, Zenith Radio Corp.

PETER HELLER, assistant vice president, Institute for Motivational Research, Croton-on-Hudson, N. Y., appointed director of international operations.

ROSS DONALDSON, with NBC since May 1951 and manager of program submissions since March of last year, named director, script services, for NBC-TV network programs.

DAVID ROE, who joined Kenyon & Eckhardt in Montreal two years ago as senior contact executive for RCA Victor Co. Ltd., appointed manager of K & E's Montreal office. **CAL WILSON,** formerly with MacLaren Adv., Toronto, joins K & E's Toronto office as account executive.

HOWELL J. MALHAM and **LEWIS F. DRAPER JR.,** WWCA Gary, Ind., salesman and sales manager, respectively, Sonic Arts Inc., join John Blair & Co.'s Chicago office as account executives.

ED UHLER, formerly with Robinson, Adelman & Montgomery Adv., Philadelphia, named to eastern sales staff of Ziv Television Programs, N. Y.

On the Way to Moscow

Members of U. S. delegation inspecting radio-tv facilities in Poland and Soviet Union leaving this week under State Dept. auspices. Russian delegation expected to visit U. S. under cultural exchange agreement. U. S. delegation will consist of Ralph N. Harmon, Westinghouse Broadcasting Co.; Richard S. O'Brien, CBS Inc.; Ralph Cohn, Screen Gems; Jerry Danzig, NBC; Mike Wallace, ABC, and Dr. Burton Paulu, U. of Minnesota.

CBS Switches in Bangor

Change in CBS Radio affiliation from WGUY Bangor, Me. (1230 kc, 250 w), to WABI Bangor (910 kc, 5 kw), effective Oct. 26, was reported Friday. WABI, headed by Horace Hildreth, has been affiliated with ABC and MBS. Its television associate, WABI-TV, is affiliated with NBC-TV (primary) and ABC-TV. WGUY is headed by Melvin L. Stone.

First monthly averages from ARBITRON:

lively **5 WNEW-TV**

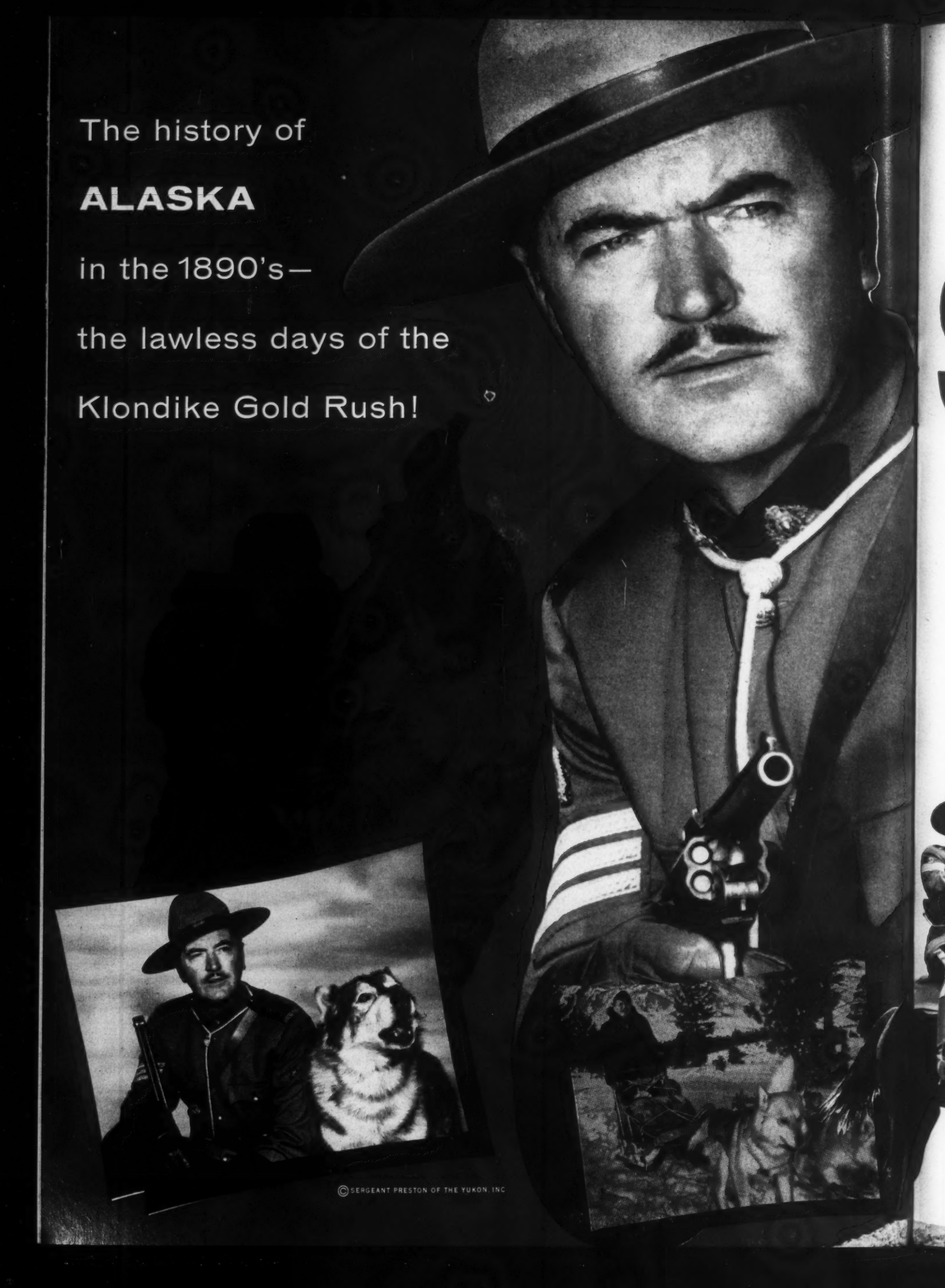
METROPOLITAN BROADCASTING CORPORATION

rated *New York's* No. 1 *Independent*

...and No. 3 among all seven stations in the nation's largest market!

Network A	38.4
Network B	25.8
WNEW-TV	11.0
Network C	10.8
Independent D	8.6
Independent E	6.5
Independent F	4.7

ARBITRON, September 1958: Average Quarter-Hour Shares — Sign-on to Sign-off, Entire Week.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ALASKA
in the 1890's—
the lawless days of the
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Three years on the CBS Television Network–

Now available for the first time

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TPA

MORE THAN
100%
Greater Listening Audience

WILS

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WILS	58.3	60.5
Sta. B	25.6	21.2
Sta. C	7.7	9.8
Sta. D	3.7	3.2

C. E. Hooper, March-April, '58

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LIVELY WATTS

MORE LISTENERS
THAN ALL OTHER STATIONS
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LANSING

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McCONNELL, INC.

WILS
music news sports

81

ASSOCIATED WITH PONTIAC'S

WPON

OUR RESPECTS

to Lindsey Hill Spight

Pioneer is the word for Lindsey Hill Spight, who has just announced his resignation as vice president and general manager of the San Francisco office of Blair-Tv and Blair Television Assoc. For nearly 30 years, 25 of them with Blair in San Francisco, Mr. Spight has been in the forefront of radio and television activities on the Pacific Coast, where he is sometimes referred to as the dean of broadcasting.

That affectionate title may stem from a source other than his long career with Blair, for in 1935 he created the first course in commercial broadcasting ever given in this country, which he taught for four years in San Francisco as a part of the U. of California extension service. Among his students were Walter Guild, now president of Guild, Bascom & Bonfigli, San Francisco-based agency, and Mark Goodson, partner in Goodson-Todman Productions.

Mr. Spight comes honestly by his pioneering proclivities. A native of The Dalles, Ore., where he was born Nov. 5, 1903, he is a fourth generation Oregonian. He lived with his grandparents in Hood River, Ore., during his high school days and their tales of the frontier era were a great inspiration to him. When he graduated from Hood River High School—he was president of the class of 1920—he resolved someday to come back and make a real graduation address. He did, 25 years later, taking pioneering as his subject and assuring his young auditors that today's frontiers of science are just as challenging and rewarding as those their forefathers faced in the Northwest wilderness a century before.

At Oregon State College, Lindsey took all the journalism courses offered, was president of Sigma Delta Chi and wrote his way through college as a newspaper correspondent. In his junior year he bought a third interest in the weekly *Tillamook* (Ore.) *Herald*. In his senior year he was city editor of the *Corvallis* (Ore.) *Gazette-Times*. He also was first president of the Memorial Union, heading a drive that raised more than $250,000. Since graduation in 1925, with a B.S. in agriculture, he has served on the alumni board and as a trustee of the OSC Foundation.

Out of college, young Mr. Spight got a job as assistant national advertising manager of the *Portland Oregon Journal*. A year later, he married Ruth Stephenson, OSC classmate. The following year they moved to Los Angeles where he became merchandising manager of the *Times*, a job he held until June 1929, when NBC hired him and sent him to San Francisco "to learn the radio business and then go back to open a sales office in Hollywood."

Lindsey Spight learned the business by working in virtually every phase of network operation, but he never did get back to Hollywood. In 1932, when NBC bought KPO San Francisco, he was named commercial manager. Here he made radio research history by creating a mail map that for the first time correlated a station's mail response with the number of radio sets in its coverage area.

Impressed with the need of stations for exclusive representation, Mr. Spight joined forces with John Blair and Humboldt Greig in August 1933 to form one of the first exclusive station representation firms, Greig, Blair & Spight. Headquartered in San Francisco, he covered the full West Coast until 1937 when the firm, reorganized in 1935 as John Blair & Co., opened the first station representative office in Los Angeles.

Since then his territory has been northern California and, until 1954 when Blair scored another first by opening an office in Seattle, the Pacific Northwest. Starting in radio, then adding tv, he has concentrated exclusively on video station representation since 1950, when he became vice president of Blair-Tv.

It's hard to leave the business he helped start, Mr. Spight admits, and he stresses the fact that his new post as consultant to the Blair organization is a real working relationship that will keep him in as close touch with broadcasting affairs as he wants to be. But there are other interests he'd like to develop more fully than is possible with a fulltime job. He's been active in Republican politics at the county and state level and he may do more in this field. He'd like more time for his major hobbies, gardening and stamp collecting. He plans to do more creative writing.

But chiefly he wants to do his part in spreading the gospel of commercial broadcasting by the American free enterprise system around the globe. Commercial broadcasting, free from government ownership and operation, is an inseparable part of freedom of speech, freedom of man and a powerful force for democracy, he believes. "Whether I can make a substantial contribution to this cause remains to be seen, but I'm going to try," he says. He will begin this fall with a first hand survey of European broadcasting.

The Spights live in Orinda, Calif. They have two sons, James, 28, and Richard, 26.

As usual... WKMH FIRST in Detroit

Marty McNeely (left) interviews Detroit's Mayor Louis Miriani (center) and C. R. Smith, President of American Airlines.

Jack Tompkins, Dist. Sales Manager, American Air Lines (right) and Marty McNeely.

View of buffet dinner at dedication ceremonies in main lobby of Metropolitan Air Terminal.

Stanley G. King, Regional Vice-President, Sales, American Air Lines (left) answers Marty's questions.

Civil Air Patrol "Cadets of The Year" Marilyn Dobrie and John Fromm receive American Airlines trophy from Tompkins.

Marty interviews Charles A. Rheinstrom, Executive Vice-President In Charge Of Sales, American Air Lines.

WKMH

with Marty McNeeley and the Mobile Unit

COVERS THE DEDICATION CEREMONIES AT

America's First

JET AIR TERMINAL

DETROIT METROPOLITAN WAYNE COUNTY AIRPORT

The new 26-million dollar "DETROIT MET" airport is a milestone in the Jet Age. It is America's first terminal to be built especially for jet planes . . . and the first designed especially to handle Air Freight. It can handle any plane now in the air or in the planning stage. ***At the dedication ceremonies, Marty McNeeley and the WKMH Mobile News Cruiser provided on-the-spot coverage and interviews with the many V.I.P.'s present. The colorful show proved once again why "MARTY'S MORNING BEAT" rates tops in popularity with Detroit listeners . . . and why WKMH is your best buy in the rich Detroit market.

LET WKMH WORK FOR YOU!

Save Up to 15%
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WKHM Jackson, Mich.
WELL Battle Creek, Mich.
WSAM Saginaw, Mich.

USE 4 or 5 STATIONS . . . SAVE 15%
USE ANY 3 STATIONS . . . SAVE 10%
USE ANY 2 STATIONS . . . SAVE 5%

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Glenn Bldg.	335 Merchandise Mart	406 W. Seventh St.	Russ Building
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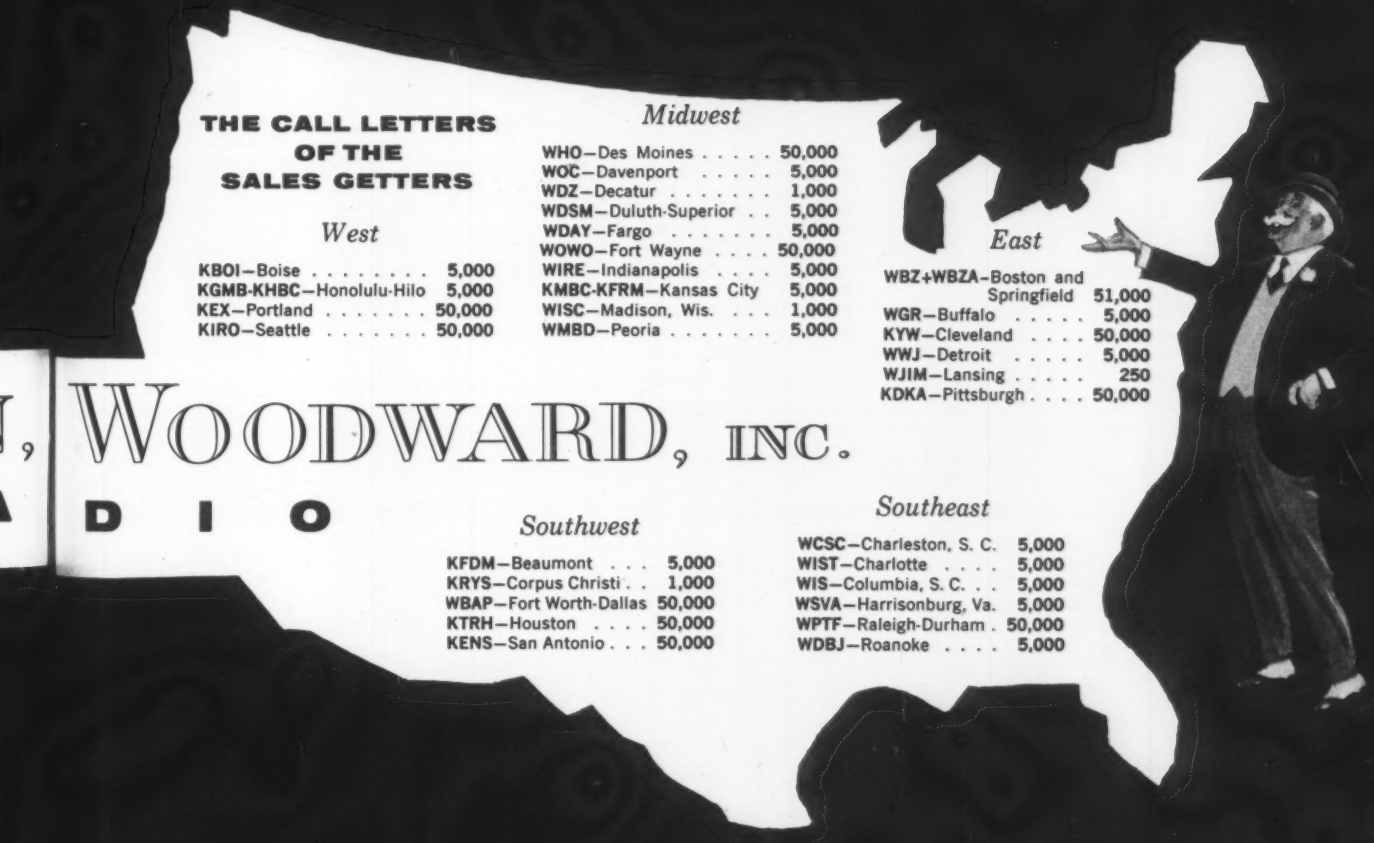
Explore the 4th DIMENSION with the PGW Colonels

It just isn't possible to be in a lot of different places at the same time but with the help of the **PGW** Colonels you can get a better, over-all view of America's spot radio markets (the world's fourth dimension of time).

Anchor your efforts with spot radio where they'll do you the most good . . . and reach more people, more often, for less money. **PGW** is always ready with expert assistance to help plan national spot radio campaigns.


THE CALL LETTERS OF THE SALES GETTERS
West
KBOI—Boise 5,000
KGMB-KHBC—Honolulu-Hilo 5,000
KEX—Portland 50,000
KIRO—Seattle 50,000
Midwest
WHO—Des Moines 50,000
WOC—Davenport 5,000
WDZ—Decatur 1,000
WDSM—Duluth-Superior . . 5,000
WDAY—Fargo 5,000
WOWO—Fort Wayne 50,000
WIRE—Indianapolis 5,000
KMBC-KFRM—Kansas City 5,000
WISC—Madison, Wis. . . . 1,000
WMBD—Peoria 5,000
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KYW—Cleveland 50,000
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WJIM—Lansing 250
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KFDM—Beaumont . . . 5,000
KRYS—Corpus Christi . . 1,000
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KTRH—Houston 50,000
KENS—San Antonio . . . 50,000
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WCSC—Charleston, S. C. 5,000
WIST—Charlotte 5,000
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WSVA—Harrisonburg, Va. 5,000
WPTF—Raleigh-Durham . 50,000
WDBJ—Roanoke 5,000

EVERYBODY IS LOOKING FOR ONE MINUTE AVAILABILITIES THESE DAYS . . . AND HERE ARE TOP BUYS IN JACKSONVILLE'S $1½ BILLION MARKET

Better take a second look at the highly competitive Jacksonville television market. It's no longer a One-Station market and if you want to reach deep into the rich North Florida-South Georgia television area, then choose from this list of prime one minute availabilities on WFGA-TV.

- **Dave Garroway's "Today" from 7:00 to 9:00 A.M.**
- **"Romper Room" with Miss Penny from 9:00 to 10:00 A.M.**
- **"All Star Theatre" from 10:00 to 10:30 A.M.**
- **"Hour of Stars" with host John Conte from 1:00 to 2:00 P.M.**
- **"Popeye Playhouse" from 5:00 to 6:00 P. M. with Skipper Al.**
- **"Theatre 12" with feature films on Saturday and Sunday nights.**

For further information concerning availabilities—call Ralph Nimmons in Jacksonville at ELgin 6-3381 or contact your nearest P. G. W. representative.

NBC • ABC

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WFGA-TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

OPERATION DAYBREAK

This is how ABC-TV's new daytime lineup looked at the outset (Monday through Friday, beginning Oct. 13):

Day in Court

The courtroom is as good a place as any to start the day (11-11:30 a.m. EDT). There is an inexhaustable supply of human interest before the bar of justice and the KABC-TV Hollywood originators of the show make the most of it. The real-life cases recreated on *Day in Court*—neighborhood quarrels, a young stripper hauled in for indecent exposure, divorce, adoption, etc. on the domestic, civil and criminal dockets—beat almost anything the serialists can dream up. The material seems to be authentically presented and proceedings are handled with dignity and humanity.

Executive producer: Selig J. Seligman; producer: Gene Banks; director: Larry Robertson; chief writer: Bob Arbogast; writers: Bruce Lansbury, Ken Rosen; art director: George Smith; production supervisor: Peter G. Robinson.

"Judges": Edgar Allan Jones Jr., professor of law, U. of California at Los Angeles, and William Gwinn; host-m.c.: Hank Sims.

The Peter Lind Hayes Show

Headlining what is undoubtedly the best entry in daytime tv this year, Peter Lind Hayes (11:30 a.m.-12:30 p.m. EDT) is a thoroughly relaxing host, amusing to both the ear and eye. He is assisted by competent supporting singers and musicians and excellent production, all of which he blends into one of tv's happiest hours.

Cast: Peter Lind Hayes, Mary Healy, Don Cherry, Anita Bryant, Four Voices, John Bubbles.

Produced by Mount Tom Enterprises; producer: Frank Musiello; director: Robert Bleyer; assistant director: Edmund Nadell; writers; George Hope, Charles Slocum, Chuck Horner; sets: Robert Bright; announcer: Roland Winters; orchestra: Bert Farber.

Mother's Day

This show should be sub-titled, "Not for the gentleman from Dubuque." Coming live from the Latin Quarter in New York City, this weekday (12:30-1 p.m. EDT) series is for "the greatest expert of all—the American mother."

Host Dick Van Dyke (who looks like an American son should look) quizzes a carefully selected panel of three mothers with practical problems on the mechanics of home making. Which has fewer calories, tomato or grapefruit juice? How many slices in a half pound of ham? What will put out a pan of boiling grease, water or soda? Points are given for each correct answer, and the lady with the highest total receives a "Mother's Day" and plenty of booty. (On Oct. 13, the mother with the most kids—four—won.)

It's not a terribly original idea, but at

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Noble King Arthur, his lovely Guinevere . . . the romantic Sir Lancelot and heroic knights of the fabled Round Table! Here are personalities that are beloved legends . . . known from the great classic that the whole world grows up on . . . and never outgrows. Now recreated in a splendid TV tapestry of chivalry and courageous exploits . . . *THE ADVENTURES OF SIR LANCELOT* is a series that is *PRE-SOLD* to every member of the family because of its vivid emotional appeal. Here is a potent prestige selling spot for any product! *30 films available.*

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Look at the markets . . . large and small . . . and see that The Adventures of Sir Lancelot gets the major share of the audience in its time period.

City	Audience	City	Audience
Altoona	69.0%	Erie	76.1%
Atlanta	44.9%	Fresno	58.3%
Baltimore	63.1%	Memphis	42.1%
Baton Rouge	73.1%	Milwaukee	67.0%
Buffalo	50.7%	Minneapolis-St. Paul	37.2%
Charleston, S. C.	57.2%	Philadelphia	52.0%
Chicago	45.8%	Rochester	64.1%
Cincinnati	50.3%	Sioux City	73.3%
Colorado Springs	62.9%	Spokane	59.2%
Denver	47.3%	Springfield, Mo.	74.6%
Detroit	36.3%	Syracuse	67.4%

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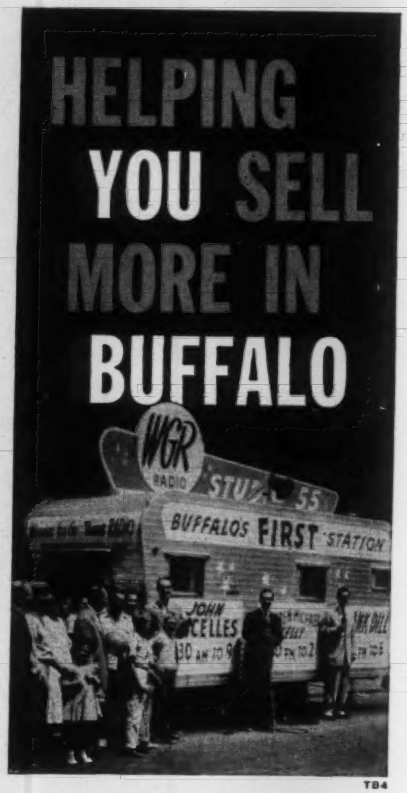

TD4

WGR Radio's mobile STUDIO 55 travels each week to a different high-traffic location — a super market, a County Fair, etc.

WGR D.J.'s John Lascelles, Warren Kelly and Frank Dill broadcast live from STUDIO 55, attract thousands with their personal appearances and contests. Thousands of passing cars see the trailer and the crowds, instantly turn on their radios.

Over a million cars and a million homes in this $4 billion market. WGR covers the New York State Thruway too, from Ohio to Syracuse, with a loud, clear signal. Add our Canadian coverage and you've got a combination that can't be beat!

ABC Affiliate, Represented by Peters, Griffin, Woodward

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BUFFALO'S FIRST STATION

SYMBOL OF SERVICE

A TRANSCONTINENT STATION

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12:30 in the early afternoon, who's looking for *Information Please?*

Produced by Shamrock Productions Inc.; executive producer: Carl Jampel; director: Alex Leftwich; writer: Elroy Schwartz; hostess: Dotty Mack.

The Liberace Show

Forty million grandmothers can't be wrong. They wanted Lee back, and they have him, every day for 30 shining minutes (1-1:30 p.m. EDT). Gone are the gold-lamé suits and brother George, but the candelabra and the incandescent smile remain.

The accent's informal on *The Liberace Show*. The maestro plays and sings a few popular songs, chats with his two supporting singers, Dick Roman and Marilynn Lovell (both fresh and tuneful) and then strolls through the audience, asking to be asked personal questions.

It may have been a stroke of genius by ABC-TV to make Liberace part of its "Operation Daybreak." Carnegie Hall frequenters and *New Yorker* critics won't be bothered, and all the ladies everywhere can let themselves go without fear of being ridiculed.

Produced by Don Fedderson Productions; executive producer: Fred Henry; producer: Gil Rodin; director: Joe Landis; musical director: Gordon Robinson; writers: Tom Waldman, Sol Stein.

Chance for Romance

Former tv newscaster John Cameron Swayze was reportedly chosen to emcee this "lonely hearts club of the air" (2-2:30 p.m. EDT) to add a note of dignity to the proceedings. He makes a valiant effort to carry off the assignment and comes close to succeeding with his subdued approach.

Housewife viewers, long nourished on soap operas, should be ready for the real-life emotional cloudbursts flooding the screen here. Network officials can look forward to an avalanche of mail from would-be contestants, who while not necessarily searching for romance will at least be attracted by the prospect of a few nights "on the town" at tv's expense.

Produced by Irving Mansfield and Peter Arnell Productions; assistant producer: Murray Burnett; director: Clay Yurdin; associate producer: Jack Sullivan; musical director: Henry Sylvern; production supervisor: Allan Wallace.

* * *

Production costs for each of foregoing: Approximately $3,000 per quarter-hour.

All sponsored on participating basis on ABC-TV.

JOHNNY BELINDA

Though the play is the thing, it sometimes breeds a serious challenge to live tv producers. For the vehicle that gains success in other forms of entertainment naturally faces a severe comparison when subsequently presented on such as television. "Johnny Belinda" on *Hallmark Hall of Fame* was confronted with this situation.

But fortunately, in this instance Julie Harris and cast were the thing. Miss Harris played the deaf mute to near perfection and, flanked by Christopher Plummer and veteran Victor Jory, she had little chance of failure. Tiny flaws in the staging were completely erased by the overall excellence of production. The more sordid aspects of the story were handled with commendable artistry. "Johnny Belinda" contains a strong message and tv carried it well.

Production costs: Approximately $250,000.

Sponsored by Hallmark Cards through Foote, Cone & Belding on NBC-TV in color and black-and-white, Oct. 13, 9:30-11 p.m.

Producer-director: George Schaefer; associate producer: Robert Hartung; executive producer: Mildred Freed Alberg; adapted by Theodore Apstein from play by Elmer Harris; musical director: Bernard Green.

Stars: Julie Harris, Christopher Plummer, Victor Jory, Rip Torn, Betty Lou Holland.

WESTINGHOUSE TV

Westinghouse Electric Corp. is to be twice congratulated on its network television efforts this fall for (1) its sponsorship of the *Lucille Ball-Desi Arnaz* specials and the *Westinghouse Desilu Playhouse* and (2) the imaginative (and effective) *Fiesta of Values* advertising approach used on the programs. The initial *Lucy-Desi* special, subtitled "Lucy Goes to Mexico," on CBS-TV Oct. 6 was a sometimes hilarious hour of entertainment, centering around Lucy's escapades as a matador. The old time *Lucy* standbys were on hand, plus guest star Maurice Chevalier, who was *tres* charming in a production number.

And for a programming change of pace the following week (Oct. 13), Westinghouse offered "Bernadette," a tastefully produced interpretation of the 14-year-old saint's story on its CBS-TV *Playhouse*. Pier Angeli performed the title role with sensitivity and skill, abetted by an able cast.

Commercials for both shows were tied into the nationwide "Fiesta of Values" promotion that Westinghouse now is conducting. Skillfully integrated were live commercials by Betty Furness and John Cameron Swayze, plus filmed commercials, some of which featured members of the Desilu family of personalities. The fiesta setting created an aura of excitement. The agency responsible is McCann-Erickson, New York.

Production costs: Approximately $80,000 for each show.

Westinghouse Lucille Ball-Desi Arnaz Show (special)—*producer: Bert Granet; director: Jerry Thorpe; executive producer: Desi Arnaz; writers: Bob Weiskopf, Bob Schiller; Everett Freeman.*

Cast: Lucille Ball, Desi Arnaz, William Frawley, Richard Keith, Maurice Chevalier.

Westinghouse Desilu Playhouse (started Oct. 13)—*Producer: Quinn Martin; di-*

Another thinly disguised WJR success story

I'll take the Michigan mail, you take the rest of the country!

The above could very well be the conversation between two government clerks. They'd be discussing the handling of responses to a new Food Guide to Better Eating offered by the U. S. Dept. of Agriculture. The offer was nationwide, but 40% of the response came from Michigan. WJR was the only station in the Detroit-Great Lakes area to carry the offer—so WJR was given credit for the results. Proof that folks not only listen to WJR, but act on what they hear. And here's the real clincher. WJR made the offer on a Sunday at 6:30 in the morning!

Wouldn't you like the single radio station that almost matched the rest of the country in pulling power to give your product a running start on competition? It can be arranged. Just call your nearest Henry I. Christal representative. He will show you that this is just one example of WJR's influence. Better yet, he'll show you why WJR is the No. 1 station in the Detroit-Great Lakes area —the country's fifth richest market.

WJR DETROIT
50,000 WATTS CBS
Radio Programs with Adult Appeal

WJR's primary coverage area —over 17,000,000 people

Announcing A NEW CONCEPT

TELEPROMPTER

GRAND JUNCTION, Col.

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TELEPROMPTER LIVE SPOT NETWORK

an association of television stations geared for the first time to provide the national spot advertiser with confidence and assurance of accuracy in using local live personalities.

These personalities are known, respected and believed by the local audience*. They speak the local language, have a strong responsive following, are accepted in the homes—and are daily proving their sales effectiveness for the *local advertiser**.

The *national advertiser* knows these values*—has wanted to use the effectiveness of these local performers—but until now hasn't had the confidence. That confidence can now be a certainty with the TelePrompTer Live Spot Network, which currently consists of:

GREEN BAY, Wis.

131 Television stations

. . . in 85 U.S. and 9 Canadian markets

. . . covering 81 % of all U.S. TV homes

All equipped with
the same all new Mod V TelePrompTer
the same special TelePrompTer typewriter and paper
the same network-quality TelePrompTer service.

NEW ORLEANS, La.

The TPTLSN is easy to use, economical and provides the national spot advertiser with more flexibility and local impact than he has ever known.

For a complete presentation including details of the two surveys, advertisers and their agencies are invited to get in touch with TelePrompter Corporation today.

*Surveys made for TelePrompTer Corporation by Norman, Craig and Kummel, Inc. and Broadcasting Magazine.

IN NATIONAL SPOT TELEVISION

LIVE SPOT NETWORK

Current Station Members of the TPTLSN

Albuquerque, N. M.
KOAT-TV
Atlanta, Georgia
WAGA-TV
WSB-TV
*WLW-A
Baltimore, Md.
WJZ-TV
Bangor, Maine
*WABI-TV
Bay City, Mich.
WNEM-TV
Birmingham, Ala.
*WBRC-TV
Bismarck, N. D.
*KBMB-TV
Boston, Mass.
*WBZ-TV
*WNAC-TV
WHDH-TV
Bristol, Va.
*WCYB-TV
Buffalo, N. Y.
WGR-TV
WBEN-TV
Cedar Rapids, Iowa
WMT-TV
Chattanooga, Tenn.
*WRGP-TV
Cheyenne, Wyo.
KFBC-TV
Chicago, Ill.
WBBM-TV
WGN-TV
Chico, Calif.
KHSL-TV
Cincinnati, O.
*WLW-TV
Cleveland, O.
KYW-TV
Colorado Springs
*KKTV
Columbus, Ga.
*WRBL-TV
Columbus, Ohio
WBNS-TV
*WLW-C
Corpus Christi,Tex.
KRIS-TV
Dallas, Texas
WFAA-TV
KRLD-TV
Dayton, Ohio
*WLW-D
Daytona Beach, Fla.
WESH-TV
Des Moines, Iowa
WHO-TV
KRNT-TV
Elkhart, Ind.
WSVJ-TV
El Paso, Tex.
KELP-TV
KTSM-TV
Erie, Pa.
WICU-TV
Flint, Mich.
*WJRT
Fort Myers, Fla.
*WINK-TV
Fort Wayne, Ind.
WANE-TV
WKJG-TV
Fresno, Calif.
KMJ-TV
Grand Junction, Col.
KREX-TV
Green Bay, Wis.
WFRV-TV
*WBAY-TV
Harlingen, Texas
KGBT-TV
Hartford, Conn.
*WTIC-TV
*WHCT-TV
WNBC-TV
Houston, Texas
KPRC-TV
KTRK-TV
Huntington, W. Va.
WSAZ-TV
Indianapolis, Ind.
WFBM-TV
*WLW-I
Jacksonville, Fla.
*WJXT
WFGA-TV
Johnstown, Pa.
*WJAC-TV
Kansas City, Mo.
*KCMO-TV
WDAF-TV
Knoxville, Tenn.
WATE-TV
*WBIR-TV
Lansing, Mich.
WJIM-TV
Los Angeles, Calif.
KABC-TV
KNXT
KTLA
KCOP
Memphis, Tenn.
WMCT
WREC-TV
Miami, Florida
WCKT
WTVJ
*WPST
Minot, N. D.
*KXMC-TV
Monroe, La.
KNOE-TV
Nashville, Tenn.
WSM-TV
WLAC-TV
New Orleans, La.
*WWL-TV
*WDSU-TV
New York, N. Y.
WNEW-TV
WOR-TV
WPIX
Omaha, Nebraska
WOW-TV
KMTV
Orlando, Fla.
WDBO-TV
Ottumwa, Ia.
KTVO
Peoria, Ill.
*WMBD-TV
Petersburg, Va.
WXEX-TV
Philadelphia, Pa.
WCAU-TV
Phoenix, Ariz.
*KVAR
KPHO-TV
Pittsburgh, Pa.
KDKA-TV
WIIC-TV
*WTAE-TV
Portland, Oregon
KOIN-TV
Portsmouth, Va.
*WAVY-TV
Presque Isle, Me.
WAGM-TV
Providence, R. I.
*WJAR-TV
Provo, Utah
KLOR-TV
Pueblo, Colo.
KCSJ-TV
Quincy, Ill.
*WGEM-TV
Rapid City, S. D.
*KOTA-TV
Roanoke, Va.
WDBJ-TV
WSLS-TV
St. Louis, Mo.
*KMOX-TV
St.Petersburg, Fla.
WSUN-TV
Salt Lake City, Utah
KUTV
San Antonio, Tex.
WOAI-TV
*KONO-TV
KENS-TV
Schenectady, N. Y.
*WRGB-TV
Scranton, Pa.
WNEP-TV
Sioux Falls, S. D.
*KELO-TV
Springfield, Mo.
*KYTV
Tampa, Florida
WFLA-TV
Texarkana, Texas
KCMC-TV
Twin Falls, Idaho
KLIX-TV
Valley City, N. D.
*KXJB-TV
Washington, D.C.
*WTOP-TV
W. Palm Beach, Fla.
*WEAT-TV
Wheeling, W. Va.
WTRF-TV
Wichita, Kansas
*KTVH
Wilkes-Barre, Pa.
WBRE-TV

CANADA

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CHCT-TV
Halifax
CBHT
Hamilton
CHCH-TV
Montreal
CBFT
Ottawa
CBOT
Quebec City
CFCM-TV
Toronto
CBLT
Vancouver
CBUT
Winnipeg
CBWT

**Also have TelePro 6000 rear screen projector*

There are 15 additional stations with the TelePro 6000 rear screen projector

For added production values ask about the

TelePrompTer-TelePro Live Spot Package

The unparalleled brilliance of the new TelePro 6000 rear screen projector, its perfect definition and 85-slides-per-minute changer, has added new and exciting opportunities for local station production.

The combination of TelePrompTer equipment for letter-perfect performance and the TelePro 6000 projector for production, permit for the first time creative national spot live commercials that can be identical in multiple markets or custom-designed for local or regional purposes.

TELEPROMPTER CORPORATION

311 WEST 43rd ST., New York 36, N. Y., JUdson 2-3800

NEW YORK • LOS ANGELES • CHICAGO • WASHINGTON, D. C. • HUNTSVILLE • TORONTO • LONDON

buy St. Louis
a la card*

Menu
*KTVI rate card
. . . your lowest cost
per thousand TV buy
in St. Louis
Represented nationally by
BLAIR-TV
KTVI 2
CHANNEL
ST. LOUIS
abc

QUAD-CITIES
ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT
now the nation's
47th
TV MARKET
according to Television Age Magazine
RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!
WHBF-TV
CBS FOR THE QUAD-CITIES
Scott County, Iowa, Rock Island County, Illinois
Represented by Avery-Knodel, Inc.

rectors: Ralph Alswang, Claudio Guzman; Oct. 13 play adapted by Ludi Claire from biography by Margaret Gray Blanton; music: Johnny Green.

Cast: Pier Angeli, Marian Seldes, Bruce Gordon, Jacques Aubuchon, Ludi Claire.

MILTON BERLE STARRING IN THE KRAFT MUSIC HALL

The old pro is back. Why was he away? They say it had something to do with "overexposure." That must be a mean viewer disease to sap one's appetite for the full-blown entertainment served up by Milton Berle.

Plenty of big laughs in rapid succession are not an everyday occurrence on tv, or anywhere else. Mr. Berle has marketed this rare commodity in night clubs and over the broadcast media through the years. Thanks to Kraft, his two-year hiatus from regular tv appearances is at an end.

The ice was broken Oct. 8. After some introductory good wishes from Bob Hope, Mr. Berle opened fire. Maybe one or two projectiles from his opening barrage fell short, but the other 10,000 scored. Among his targets: RCA, NBC, westerns, pay tv and local spot announcements.

Production costs: Approximately $52,500. Sponsored by Kraft Foods Div. of National Dairy Products Corp. through J. Walter Thompson on NBC-TV Wednesday, 9-9:30 p.m. EDT. Started Oct. 8.

Producer: Hal Kanter; directors: Selwyn Touber, Mr. Kanter; writers: Mr. Kanter, Hal Goodman, Larry Klein, Milt Josefsberg; music director: Billy May; associate producer: Jerry Hausner; art directors: E. Jay Krause, Robert Kelly; assistant director: Gene Law; technical director: Don Laduke; unit manager: James Loren.

SWISS FAMILY ROBINSON

The children's classic was neatly reworked into a tv special, complete with little lessons, some from the old book and some not. The scouting lessons and marriage counsel of the adapted Robinson story were quite palatable and even gratifying in the way that fables are supposed to gratify.

The parts of the "happy family" were happily interpreted by Walter Pidgeon, Laraine Day, Dennis Hopper, Dennis Kohler and Patty Duke. Their occasional conflicts were impressively underscored by a videotaped tropical storm sequence. It fitted nicely into a well-staged hour.

Production costs: Approximately $150,000.

Production by Talent Assoc. Inc.; executive producer: David Susskind; producer: Alex March; director: William A. Graham; associate producer: Renee Valente; teleplay by M. L. Davenport from novel by Johann Wyss; art director: Duane McKinney; music director: John Geller; special effects: Vince Mallardy.

Sponsored by Rexall Drug Inc. through BBDO on NBC-TV Oct. 12, 6:30-7:30 p.m. EDT, pre-empting Outlook and Saber of London.

The 1958 Yearbook

EDITOR:

In an agency as deeply involved in the broadcast media as we are, the compilation of facts such as those contained in your new YEARBOOK is invaluable.

The only improvement I could suggest would be a hard cover because I know this one will wear out quickly as a result of our daily use. Congratulations on a great job!

Ted Bergmann, President
Parkson Agency
New York, N. Y.

EDITOR:

We found many interesting facts contained within its pages. Send us an additional copy.

Liz Vosberg, Manager
Paul Locke Adv.
Philadelphia

Dissenting Voice

EDITOR:

Pardon me if I see red after reading DATELINES Sept. 29.

This is the type news coverage your reputable magazine is handing out orchids for? Marlon Brando's maid being hauled out of his swimming pool? 2,000 feet of blood, gore and rubble from a plane crash in Minnesota?

Houston being the "murder capital" of the nation, I'll wager we could match any city in the country foot-for-foot of film, line-for-line of copy in a battle of blood and gore . . . no holds barred.

But, curse it, we're sort of handicapped with a nasty little thing called integrity. We hold our fender scrapings and beeper-phone interviews with rapists down to their proper prospective in the local picture. We are damned with the burden of analyzing what each item of news means to our listeners and I for one would have a heck of a time explaining what a half-hour examination of Marlon Brando's dead maid's import is to our audience.

I only regret the encouragement that the above-mentioned article gave to the alarming (and appalling) number of rip-an'-tear, bulletinistic, beeper-phone boys who spend 95% of their time chasing fire engines and the other 5% pouring out inconsequential yellow journalism to the young housewives. Scratch up another score for Scripps-Howard.

Bob Magruder
News Department
KTRH Houston, Tex.

[EDITOR'S NOTE: BROADCASTING'S function is to report what's happening in radio and television. Orchids (and brickbats) are reserved for the editorial page.]

Varsity Best Seller

Twenty-seven student subscriptions are covered by order BX 47287.

U. of North Carolina

START THIS WEEK BULK ORDER 12 COPIES. CHECK FOLLOWS.

E. S. Jorgensen
Montana State U.

a Dream
of a Package
...from N.T.A.

ROAD TO GLORY
CALL NORTHSIDE 777
HEAVEN CAN WAIT

NTA'S DREAM PACKAGE

of 85 feature films from the studios of 20th Century-Fox and other important producers

When you open up NTA's Dream Package, you quickly discover a delightful surprise: Each and every one of the 85 feature films in this distinguished group offers a sales and rating dream! It can't be otherwise—with so many top-flight stars. In so many first-rate pictures. From so many outstanding writers and directors. In brief, it's a dream of a package . . . produced with all the finesse of 20th Century-Fox and other major producers. And when you unfold it to *your* viewers, fantastic profits will become *real* for you! It's a *gift*, whose complete contents will be found on the following page . . .

THIS ABOVE ALL
Tyrone Power, Joan Fontaine, Thomas Mitchell

CALL NORTHSIDE 777
James Stewart, Lee J. Cobb, Richard Conte

MOTHER WORE TIGHTS
Betty Grable, Dan Dailey

THE RAINS CAME
Tyrone Power, Myrna Loy

HEAVEN CAN WAIT
Gene Tierney, Don Ameche

CALL OF THE WILD
Clark Gable, Loretta Young

ROAD TO GLORY
Fredric March, Lionel Barrymore

LILLIAN RUSSELL
Alice Faye, Don Ameche, Henry Fonda

NIGHTMARE ALLEY
Tyrone Power, Joan Blondell

DANTE'S INFERNO
Spencer Tracy, Claire Trevor

REMEMBER THE DAY
Claudette Colbert, John Payne

SON OF FURY
Tyrone Power, Gene Tierney, George Sanders

I WONDER WHO'S KISSING HER NOW
June Haver, Mark Stevens

THE LOVES OF EDGAR ALLEN POE
Linda Darnell, John Sheppard

FOUR MEN AND A PRAYER
Loretta Young, George Sanders, David Niven

STREET WITH NO NAME
Mark Stevens, Richard Widmark, Lloyd Nolan

TEN GENTLEMEN FROM WEST POINT
George Montgomery, Maureen O'Hara

LAST OF THE DUANES
George Montgomery, Eve Arden

BOMBER'S MOON
George Montgomery, Annabella

THE BARONESS AND THE BUTLER
William Powell, Annabella

MOLLY AND ME
Monty Wooley, Gracie Fields

SPRINGTIME IN THE ROCKIES
John Payne, Betty Grable

FRONTIER MARSHALL
Randolph Scott, Nancy Kelly

MARYLAND
John Payne, Walter Brennan

CARDINAL RICHELIEU
George Arliss, Maureen O'Sullivan

THIS IS MY AFFAIR
Robert Taylor, Barbara Stanwyck

ALWAYS GOODBYE
Barbara Stanwyck, Cesar Romero

WHERE DO WE GO FROM HERE
Fred MacMurray, Joan Leslie

SCUDDA HO SCUDDA HAY
June Haver

SLEEPERS WEST
Lloyd Nolan, Lynn Bari

LANCERS SPY
George Sanders, Dolores Rel Rio

THE LADY ESCAPES
George Sanders

36 HOURS TO KILL
Brian Donlevy, Gloria Stuart

HOTEL FOR WOMEN
Ann Sothern, Linda Darnell

RISE AND SHINE
Milton Berle, Linda Darnell

GIRL TROUBLE
Don Ameche, Joan Bennett

IF I'M LUCKY
Vivian Blaine, Perry Como

DON JUAN QUILLIGAN
William Bendix, Joan Blondell

HIGH TENSION
Brian Donlevy, Glenda Farrell

STEAMBOAT ROUND THE BEND
Will Rogers, Anne Shirley

CARNIVAL IN COSTA RICA
Vera Ellen, Cesar Romero

FOLIES BERGERE
Maurice Chevalier, Ann Sothern, Merle Oberon

LIFE BEGINS AT 8:30
Ida Lupino, Cornel Wilde

INVADERS FROM MARS
Arthur Franz, Helena Carter

DEVIL IN THE FLESH
Gerard Philipe

SALLY, IRENE AND MARY
Alice Faye, Tony Martin

CHARTER PILOT
Lloyd Nolan, Lynn Bari

SING AND BE HAPPY
Tony Martin, Joan Davis

PUBLIC DEB #1
Ralph Bellamy, George Murphy

IT SHOULDN'T HAPPEN TO A DOG
John Ireland, Reed Hadley

BOY FRIEND
Jane Withers, Arlene Whelan

THE NIGHT BEFORE THE DIVORCE
Lynn Bari, Mary Beth Hughes

MIDNIGHT TAXI
Brian Donlevy, Alan Dinehart

CADET GIRL
George Montgomery, Carole Landis

MR. MOTO'S GAMBLE
Peter Lorre, Lynn Bari

ROME, 11:00
Lucia Base, Carla Del Poggio, Maria Grazia Francia

GOD NEEDS MAN
Pierre Fresnay, Madeleine Robinson

BIG TOWN GIRL
Claire Trevor, Alan Dinehart

PERFECT SNOB
Cornel Wilde, Lynn Bari

GREAT HOSPITAL MYSTERY
Joan Davis, Sally Blaine

THE ESCAPE
Kane Richmond, June Gale

BULLFIGHTERS
Laurel and Hardy

CITY GIRL
Phyllis Brooks, Ricardo Cortez

HERE COMES TROUBLE
Paul Kelly, Arlene Judge

MYSTERY WOMAN
Gilbert Roland, Mona Barrie

FAIR WARNING
Betty Furness, John Payne

IT COULD HAPPEN TO YOU
Stuart Erwin, Gloria Stuart

MR. MOTO'S LAST WARNING
Peter Lorre, George Sanders

WELCOME HOME
Arlene Judge, James Dunn

ALWAYS IN TROUBLE
Jane Withers, Arthur Treacher

PIER 13
Lynn Bari, Lloyd Nolan

DANGER ISLAND
Peter Lorre, Jean Hersholt

HE HIRED THE BOSS
Stuart Erwin, Vivian Blaine

JAZZ BALL
Louis Armstrong, Peggy Lee, Betty Hutton

ROCK YOU SINNERS
Philip Gilbert, Adrienne Scott, Tony Crombie and his Rockets

HOUSE IN THE WOODS
Patricia Roc, Ronald Howard

OFF TO THE RACES
Jed Prouty, Spring Byington

SUNDOWN JIM
Virginia Gilmore, J. Kimbrough

ROGUES YARN
Nicole Maurey, Derek Bond

UP THE RIVER
Tony Martin, Phyllis Brooks, Preston Foster

MAN AT LARGE
Marjorie Weaver, George Reeves

CAREER WOMAN
Virginia Field, Claire Trevor

FIRE MAIDENS OF OUTER SPACE
Anthony Dexter

CHASING DANGER
Preston Foster, Lynn Bari

THANK YOU, MR. MOTO
Peter Lorre, Sidney Blackmer, John Carradine

NOW READY: 85 superb feature films in NTA's "Dream Package." So come out of your reverie and wake up to the big opportunities awaiting you in NTA's outstanding new "Dream Package." For the full story, get in touch *today* with . . .

NTA NATIONAL TELEFILM ASSOCIATES, INC., Coliseum Tower, 10 Columbus Circle, New York 19, N. Y., JUdson 2-7300 OFFICES: Atlanta, Boston, Chicago, Dallas, Hollywood, Memphis, Minneapolis, Toronto, London

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 16 OCTOBER 20, 1958

CRACK IN THE DIKE ON LIQUOR ADS

- **WOMT Manitowoc, Wis., to accept distillers' business Nov. 1**
- **Move could end 20 years of voluntary broadcast prohibition**

One of broadcasting's most sensitive nerves—the subject of liquor advertising—was touched last week when 250 w WOMT Manitowoc, Wis., said it would accept such advertising as of Nov. 1. The reaction: first a horrified yelp, then an uneasy silence.

• NAB President Hal Fellows was quick to condemn the proposal.

• The liquor advertising business was slow to accept the offer.

• Capitol Hill, between sessions, had nothing to say.

• And WOMT owner-general manager Francis Kadow, unperturbed by the fuss, was steady in his plans to make the move Nov. 1.

Should his efforts blaze the trail, a whole new area of both business and bother would inevitably open. The business: multi-million budgets of liquor advertisers, until now out of reach of broadcasters. The bother: renewed efforts of prohibition elements to cast all alcoholic beverage advertising both off the air and out of other advertising media. The traditional voluntary ban on liquor advertising, in existence since the 30's, has long been one of broadcasting's principal defenses in fending off the drys' onslaughts.

(For BROADCASTING magazine's stand on liquor advertising, see EDITORIALS, Oct. 28, Nov. 18, Nov. 25, Dec. 23, 1957.)

This is the sequence, and significance, of last week's events:

NAB'S AGAINST IT

NAB's Television Code and Radio Standards of Good Practice contain identical language advising subscribing stations not to carry spirits advertising. The tv code contains punitive language by which the association could deprive a station of the right to participate in the code structure. The radio standards lack this punitive power.

Text of the identical portions of the code and standards dealing with spirits is short and definite: "The advertising of hard liquor should not be accepted."

NO OFFICIAL BAN

Neither the Communications Act nor the regulations of the FCC prohibit a broadcaster from advertising liquor. In fact the Communications Act specifically prohibits the FCC from censoring programs.

But . . . there is the catch-all provision in the Communications Act that a broadcast station must be operated in the "public interest, convenience and necessity."

This "pican" section might be used, it's pointed out by observers, to give the FCC jurisdiction if—for example—a licensee operating in an area which has local prohibition were to accept and broadcast hard liquor commercials.

A Wisconsin radio broadcaster last week signified his intention of accepting hard-liquor advertising—and promptly drew a rebuke from NAB President Harold E. Fellows. It happened at the NAB conference in Milwaukee Monday and Tuesday.

Francis Kadow, general manager of WOMT Manitowoc, Wis., revealed his station plans to accept "all alcoholic beverage" advertising, including liquors, effective with rate card No. 25, Nov. 1. WOMT operates with 250 w on 1240 kc and is affiliated with MBS and the Wisconsin Network.

Commenting on the report at a Tuesday radio session, Mr. Fellows scored any moves which would upset the traditional broadcast policy of rejecting hard liquor advertising. He stated: "Anyone who violates this tradition is selling his birthright for a $20 bill. In this free nation the radio and television broadcasters have voluntarily elected not to accept hard liquor advertising. While a station may have the right to carry such advertising, there is a moral question. Broadcasters decided long ago that the public interest is best served by not broadcasting hard liquor commercials. The soundness of this decision is underscored by the overwhelming public approval it has won. As far as I know, there are no hard liquor commercials on the air at this time and it would be regrettable if there ever were."

Both the NAB tv code and radio standards of good practice call for non-acceptance of hard liquor advertising but permit beer and wine ads, Mr. Fellows noted, adding "there's no reason why beverages of moderation shouldn't be advertised on the air."

Vincent T. Wasilewski, NAB government relations manager, told the same radio session that "we would find ourselves in hot water with Congress and dry groups, although this is not the primary factor." He termed this a "moral responsibility" and pointed out stations have voluntarily refused to accept such advertising since 1937. He also observed that the Distilled Spirits Institute itself has maintained a policy against hard liquor advertising on the air.

There have been scattered instances of "borderline" beverage advertising in radio, according to Edward H. Bronson, NAB director of television code affairs, but none in television on the basis of stations monitored by the association, although attempts have been made to invade the medium.

Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee and its anti-trust subcommittee, has criticized NAB for its stand on hard liquor advertising, describing broadcasters' refusal to accept it as "timid, pusillanimous and myopic."

Mr. Kadow (a teetotaler) told BROADCASTING that notwithstanding NAB's position and Mr. Fellows' views, he will proceed with plans to accept hard liquor commercials starting Nov. 1. Copies of WOMT's new rate card already have been mailed to advertising agencies and will be listed in Standard Rate & Data Service. He had had no takers at the week's end.

"Naturally we will use it [liquor advertising] carefully . . . with judgment and good taste," Mr. Kadow said. He added the decision was based partly on the fact that

CONTINUED

SCHWEPPES WANTS IN THE SIDE DOOR

One way to cut the anti-liquor ad ban is to water it—with tonic. This, at least, seems to be at the bottom of Ogilvy, Benson & Mather's current attempt to get stations to accept copy mentioning one of the taboos, "gin."

OBM, agency for Schweppes (U.S.A.) Ltd., subsidiary of Schweppes (Overseas) Ltd., London, during the past six weeks has been sounding out major station operators on the feasibility of using Schweppes radio copy that mentions gin. The move was stimulated by the acceptance of such copy by some stations—WQXR New York for one—in the past. Currently spending about 20% of its not-so-big budget in radio (mostly in spring and summer), Schweppes intends to step up broadcast billing, stations willing.

In a letter last month, OBM vice president-media director Samuel L. Frey told station managers: "As you know, Schweppes advertising appeared in your market during the past summer." But, Mr. Frey went on, Schweppes bypassed radio because "in a radio commercial we find it difficult to explain that Schweppes is to be mixed with gin or other alcoholic beverages, without mentioning the word 'gin.'" Attached to the letter was a script of a 60-second transcribed commercial featuring the voice of Schweppes (U.S.A.) Ltd. president and chief spokesman, Commander Edward Whitehead.

"If such advertising would be acceptable," Mr. Frey hinted, "there is a strong possibility that this or similar copy might be scheduled on your station during the next year's campaign . . ."

NAB has informed member radio stations, in response to inquiries, that while the proposed Schweppes continuity does not promote gin directly it is tied into the copy so thoroughly that it is deemed indirect promotion and not within the radio standards.

Since its introduction in the U. S. a few years ago, Schweppes has used a relatively small lineup of stations—but successfully. It has hesitated to expand because—in the words of an OBM executive—"We can only go with radio in those markets where Schweppes has come to mean something besides a funny-sounding English name."

OBM inevitably has placed radio following introduction of Schweppes via major market newspapers such as the *New York Times* and slick periodicals such as *The New Yorker*. But it might be willing to alter this strategy if it gets the cooperation of local broadcasters.

Up through the end of 1957, Schweppes distribution in this country was effected through regional and local Pepsi-Cola distributors-bottlers. Effective in January this year Schweppes set up its own administration-sales organization, but in some cases is still using the local Pepsi people and their spot campaigns. On its own for the first time this past summer, Schweppes limited radio to 10 markets.

A rundown on Schweppes' use of radio and the success it brought was presented to Radio Advertising Bureau's National Radio Advertising Clinic in 1955 by Commander Whitehead and Frank Johnson, then account executive at OBM and now with Brown-Forman distillers.

Said Mr. Johnson: "Today Schweppes has been successfully introduced in more than 100 markets. The use of print and radio spots has proved highly successful. The printed advertising had high visual impact. Radio brought it to life—made Commander Whitehead even more effective."

Mr. Johnson also told the 1955 NRAC that a penetration study in New York the third year after Schweppes' introduction showed that "Schweppes' advertising had penetrated to a far greater degree than its nearest competitor's campaign. The playback of ideas was sharp and remarkably high . . . The combination [radio and print] has produced truly outstanding results." [ADVERTISERS & AGENCIES, Oct. 17, 1955].

SCHWEPPES' WHITEHEAD: *He likes both radio and his tonic—but with gin, please.*

Here is the sample script which accompanied the OBM letter to stations last month:

Whitehead: Good evening . . . I am Commander Edward Whitehead . . . the man from Schweppes . . . with two interesting ideas on how to keep cool. Perhaps the most pleasant way to keep cool outside is to spend the day in the swimming pool. But the nicest way to keep cool inside is to do what I am doing . . . make yourself a gin and tonic with Schweppes quinine water.

Sound: Fizzle of carbonation.

Whitehead: Sip this delightful potion very slowly. Really, one feels ten degrees cooler. First, of course, because it's an iced drink . . . But more important is the clean, refreshing, bitter-sweet flavor of Schweppes. And Schweppes' liveliness . . . the famous carbonation that we call 'Schweppervescence' . . . lasts the whole drink through. If you'd like to experience the deliciously cooling effect of an authentic tonic drink . . . order Schweppes quinine water at your restaurant . . . or buy some at your grocer's. It's the one indispensable mixer for the coolest drink known to civilized man . . . gin and tonic made with Schweppes."

the *Saturday Evening Post* has started to accept such advertising and that he felt hard liquor commercials would be no worse than the "attractiveness of drinking painted in film shows." He noted that "Wisconsin is very broadminded" and that while beer consumption in the state is high, "it has a very low alcoholic rate."

Efforts to ban all advertising of alcoholic beverages in interstate commerce have been waged continuously for over a decade by church, women and other prohibitionist groups. The Senate Commerce Committee conducted hearings last spring but finally tabled proposed legislation [GOVERNMENT, Aug. 18; May 5; April 28].

Spokesmen for the various networks said again last week that they had no plans to accept hard-liquor advertising. It was reported that NBC-TV and CBS-TV, and possibly other networks, have been approached from time to time by liquor interests but have consistently indicated they would not take liquor business.

ABC Radio, about 1949, seriously considered accepting a hard-liquor account. Serious and protracted discussions were held but in the end ABC decided against it.

RAB has taken no position on the question of liquor advertising on the air.

Big Market to Tap, But Is It Willing?

There's no question that opening up radio and television to hard liquor advertising would also open up vast potential revenues for the broadcast media. Distillers are heavy advertisers, as are their local dealers.

The big question last week: How much of that potential would come to radio-tv?

Agency people handling a number of major liquor accounts were so cautious that for publication they declined to say even whether they thought liquor should be advertised on the air.

(While the overall agency-advertiser reaction was cautious, one element had already initiated a step in WOMT's direction. See Schweppes story in box above.

One agency executive, who asked to be kept anonymous, suggested "a cautious approach." He said:

"Rather than subject yourself to rather stringent self-policing, try exposing liquor ads in the post-10:30 p.m. periods. In this business as in others you have to contend with the opportunists who might, if not checked, tell kids to go out and booze it up. To avoid censorship arising out of such a situation, slot your ads late at night."

This same agency man felt that print media "after a while becomes static—people don't pay attention to it any more. But the more a consumer is told of, say, scotch or bourbon, the more he becomes aware of it. In time, it becomes an acceptable social custom. There's a much stronger impact in broadcasting—one the liquor industry might profit from. It's never really been tried so how can you condemn it?"

An executive at another agency felt the

liquor industry already was so beset with regulation, from both outside and inside its own ranks, that he doubted it would be wise to use radio-tv and thus, in his opinion, complicate the business with further rules. He was worried more about additional self-regulation than about public reaction.

Another executive took this approach: "There's a double standard in this business: You can show drinking in just about every drama program and nobody hollers but the drys. You can beat around the bush and promote drinking, but you can't suggest drinking outright."

Adhering to its longtime policy, the Distilled Spirits Institute's board of directors voted unanimously Thursday (Oct. 16) to reaffirm its voluntary ban on use of radio and tv to advertise spirits. The board, meeting in Louisville, reviewed the institute's code structure. DSI represents 70% of the industry but believes there is 100% compliance with the radio-tv ban.

DSI imposed a code ban against radio in 1935 and added tv to the language in 1948.

Any doubt about the size of the liquor advertising nugget could be dispelled by a look at the 1957 budgets of leading distillers:

In 1957, Distillers Corp.-Seagram Ltd. (Calvert Reserve and Lord Calvert whiskeys, Calvert's London Dry Gin, Carstairs White Seal whiskey) was the 12th largest spender in major media. The company put an estimated $23.5 million gross into advertising, with $11.8 million of this in newspapers and $7.3 in general magazines. Network television received almost $927,000 for non-alcoholic products.

National Distillers & Chemical Corp. (Old Crow, Old Grandad, PM, Century Club and many other whiskeys, Vat 69 and other scotch whiskeys, Gilbey's and Bellows Fine Club gins, etc.) ranked 22 with $17.2 million total expenditures. Newspapers got $8.5 million, magazines $5.6 million.

Schenley industries (which has a number of subsidiaries and affiliated companies) spent $13.3 million in advertising, mostly in newspapers ($8.3 million) and general magazines ($3.9 million) but with $271,000 in network television and $203,000 in spot tv for non-liquor products.

Hiram Walker-Gooderham & Worts (Canadian Club, Imperial, Hiram Walker gin and vodka, William Penn, G&W Five Star, etc.) invested $8.4 million, with $4 million in newspapers and $3.5 million in general magazines.

Heublein Inc. (Heublein's ready-to-serve cocktails, Milshire gin, Bells scotch whiskey, Smirnoff vodka, etc.) spent $4.8 million, with close to $2 million in newspapers, almost $2.5 million in general magazines and $259,000 in spot television.

Brown-Forman Distillers Corp. (Old Forester, Early Times, etc.) spent almost $4.4 million with $1.7 million of this going to newspapers and $1.9 million to general magazines.

All's Quiet on the Hill, But Probably Not for Long

Congressional leaders, many campaigning in their local states and districts, had no immediate comment to the announcement that WOMT would begin to accept liquor advertising. Their silence will surely be short-lived.

Capitol Hill is a perennial battlefield for the dry forces. The Senate Commerce Committee was "it" this year. In April, over 40 church and dry leaders testified in behalf of a bill (S-582), introduced by Sen. William Langer (R-N. D.), which would have barred liquor advertising in interstate commerce. The bill was opposed by a large contingent of distiller, labor and newspaper-magazine-broadcast spokesmen.

In August the Senate Commerce Committee, in executive session, took up a motion to consider the bill and, although it was never officially reported, refused to do so by one vote. The bill however was tabled, not voted down.

The House Commerce Committee did not hold hearings on anti-liquor measures this past year. It had one bill (HR 4835) pending; this was a companion measure to the Langer bill, introduced by Rep. Eugene Siler (R-Ky.).

Perhaps the most electrifying pronouncement on what has been a perennial headache for broadcasters as well as publishers came from the outspoken Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee and of its antitrust subcommittee.

Last July, in commenting on the fourth edition of the NAB Tv Code—which had been sent to all members of Congress by NAB President Harold Fellows—Mr. Celler called the self-imposed ban on hard liquor advertising by the broadcasting industry "timid, pusillanimous and myopic." In his letter to Mr. Fellows, Mr. Celler asked: "How can television deny the advertising of a legal product which is carried in the newspapers and magazines?"

ADVERTISERS & AGENCIES

CHALLENGE PUT TO WESTERN AAAA: ADS MUST DOUBLE IN NEXT DECADE

- **Arno Johnson charts volume needed to support product**
- **Agencymen focus on ad trends at Palm Springs meeting**

The national advertising volume must double in the next decade to produce sales adequate to support the national production, Arno H. Johnson, vice president and senior economist of J. Walter Thompson Co., New York, stated Tuesday (Oct. 14).

Speaking at the Western Region convention of the AAAA, held Sunday-Wednesday at Palm Springs, Calif., Mr. Johnson declared that there is an urgent need for an expansion of more than 50% in consumer purchases to a potential of over $435 billion by 1969. He stressed the importance of advertising "as the activating force and educational force needed to change people's desires, habits and motives rapidly enough for us to utilize our growing productive capacity.

"We have a $30 billion backlog of consumer buying awaiting activation by advertising," he noted. "Activation of this $30 billion backlog would make possible more than a 10% increase in consumer purchases. . . . An expansion of 10% to 15% in consumer demand in the next two years would change government deficits to surpluses; would make possible tax reductions; would stop inflationary pressures through stepping up productivity to match wages; and would stimulate plans for expansion of new or improved plants and equipment, stimulate research for new and improved products and packaging.

"We should have over $700 billion of productive ability 10 years from now. To match this production our standard of living must grow over 50% to a level of over $435 billion. . . . Greatly increased advertising will be necessary to bring about changes in living habits rapidly enough to support the growth in production. Just to keep up with the changes in potential since 1951, the national advertiser will need, in 1959, a budget 2⅕ times as large as he had in 1951, or one-third greater than in 1955.

"By 1969 a volume of total advertising of about $22 billion may be required to sell the volume of goods and services necessary to support the $700 billion level of production. That's double the present total of advertising!"

An apparent tendency towards a limited number of very large agencies was reported by Robert C. Durham of Robert C. Durham Assoc., New York, at a Monday afternoon business session. "The large agency," Mr. Durham noted, "provides a better market for stock whenever you want to sell it. It provides a better chance for capital growth, far better long range benefits and, if it's set up properly, it can still encompass all of the personal prerogatives that agency people seem to worry about so much.

"Certainly, there are always going to be small service shops where one man drives himself crazy over servicing a few smaller clients," he said. "There'll be specialized shops, too, such as those in the ethical drug field, and very probably there will be some pretty strong regional operations.

"Beyond this, however, it seems to us that the area of 50 million dollars and up is the future of the business. We're all aware that years ago 7½% was not an uncommon margin of profit. But in those days you simply wrote the ads and they ran. No one ever heard of such a thing as calling on a store. Now net profit is often down below 1% but seems to be best in the area of 50 million dollars billing and up."

Watch your expenses, Daniel Hicken of Arthur Anderson & Co., Los Angeles, warned agency officials. A study of a few agency reports taken from his company's files, he reported, showed expenditures for salaries, rent, travel, entertainment and pro-

motion, and dues to vary from a low of 74% to a high of 90% of gross income, with the widest fluctuation found in amounts spent for travel, entertainment and promotion. These three items amounted to 3% for the agency making the best profit (14%) to 10% by an agency with earnings of only 2% of gross.

The story of Kaiser quilted foil and *Maverick* was told Tuesday by William L. Calhoun Jr., vice president of Young & Rubicam, San Francisco (see below).

At the Wednesday morning session, Eugene I. Harrington, board chairman of Honig-Cooper, Harrington & Miner, San Francisco, took a nostalgic look at the time when "advertising agencies were concerned only with advertising—the age of the hunch, of the genius and the ever-so-bright creative star. This was the 'Rally 'Round the Ad, Boys' era of advertising and it was indeed a golden age. The ad was the thing and it worked wondrous well—for the motormakers of Detroit, where the essay was on high; for the hard-boiled, tough-minded cigarette, soap and cereal boys who were endlessly after the 'reason why,' the product exclusive and 'salesmanship in print.' "

This was the childhood of advertising, Mr. Harrington pointed out, "a time to remember, but not to return to." Since then advertising has gone through adolescence, its merchandising era, and has reached maturity by moving "gingerly into the marketing age of advertising." The tools of marketing are essential, he stated, but he warned that "in too many agencies these days the copywriters—the ad-makers—have been shunted aside, snowed under an avalanche of mumbo-jumbo, nudged gently but firmly to the sidelines as the forgotten men.

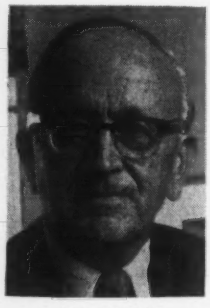
"Let the ad guys back into the contest," he pleaded. "Let them participate in the total operation, as the general practitioners that is their true and most effective role."

Mr. Harrington's "hunch" became "intuition" to Edward G. Zern, vice president and copy director of Geyer Advertising, New York, who defined it as "something in the mind of a creative ad man that goes boin-n-ng when he reads certain pieces of copy or sees certain ad illustrations and designs or watches certain television commercials—something that tells him this is damned good advertising and makes him wish he's done it himself."

Like Mr. Harrington, Mr. Zern warned of the dangers of "trading out business birthrights of judgment and taste and intuition for a mass of Starch figures. . . . The critical faculty is a dynamically important part of the creative process," he stated. "It's what keeps all of us from making fools of ourselves when we get a fifth-rate idea (and that's the kind most of us get, most of the time.) It's what keeps us from settling for a second-rate idea (and even these are hard enough to come by.) It's also what tells us when we've got a first-rate idea, and makes us sure enough of ourselves to fight for it."

Western AAAA Elects Mogge At Palm Springs Convention

Norton W. Mogge, president of Atherton Mogge Privett Inc., Los Angeles was elected 1958-59 chairman of the AAAA Western Region, Monday, during the executive session of the 21st annual region convention at the El Mirador Hotel, Palm Springs, Calif., Sunday - Wednesday (Oct. 12-15).



MR. MOGGE

John H. Hoefer, president, Hoefer, Dieterich & Brown, San Francisco, was elected vice chairman, Robert C. Temple, executive vice president and general manager of Raymond R. Morgan Div., Fletcher D. Richards Inc., Los Angeles, was elected secretary-treasurer.

Named to the 1958-59 board of governors for the AAAA Western Region were: George Clinton, Joseph R. Gerber Co., Portland, Ore.; Donald B. Kraft, Honig-Cooper, Harrington & Miner, Seattle, Wash.; Ivan N. Shun, Advertising Counselors of Arizona, Phoenix, Ariz.; Virgil A. Warren Adv., Spokane, Wash.

Five members automatically become ex-officio region governors by virtue of their election to chairmanships of their local councils: Hal Stebbins, Hal Stebbins Inc., Los Angeles, (Southern California Council); John W. Davis, Honig-Cooper, Harrington and Miner, San Francisco, (Northern California Council); Carvel Nelson, Compton Advertising, Portland, Ore. (Oregon Council); Joseph Maquire, Botsford, Constantine & Gardner, Seattle, (Puget Sound Council); William R. Miller, McCarty Co., Spokane, (Spokane Council).

MAVERICK RIDES HERD FOR KAISER

The story of "one client: Kaiser Aluminum; one product: quilted foil; one medium: television; one program: *Maverick*," was told by William L. Calhoun Jr., vice president, Young & Rubicam, San Francisco, last week at the Western Region convention of AAAA, held in Palm Springs Oct. 12-15.

The story began two years ago, in June 1956, when Kaiser decided to enter into competition with Reynolds and Alcoa and to extend nationally the distribution of Kaiser foil, previously sold only in the far West and primarily to industrial consumers, Mr. Calhoun reported. Drawbacks were that "developing national distribution and a broad consumer franchise would be very costly"; that "they knew very little about the complications of consumer marketing (and) had no trained sales force to go to market with a national sales program"; and that "unlike most consumer packaged goods, the inherent cost of the product itself was relatively high. Manufacturing costs of consumer foil left very little margin to package, distribute, promote and sell. Only at a very high rate of production and sales could costs be brought into line to achieve a breakeven point, let alone a profit."

Why, then, Mr. Calhoun asked, "did Kaiser in 1956 decide to go after national distribution and do battle for a substantial share of the consumer foil market?" There was a powerful but indirect reason—a very unusual reason to market a consumer product. It was felt that Kaiser foil could act as a good-will ambassador in the homes across the U. S. . . . could help the Kaiser Aluminum & Chemical Corp. sell itself to the public.

"Kaiser Aluminum recognized the need to acquire a favorable corporate image with the public (as potential stockholders and employes) and with business (as potential customers). What's more, their vast expansion program needed financial support from a friendly fiscal world. Another big problem stemmed from the fact that during the years following the war, many inferior products were poorly made from flimsy lightgauge aluminum. Some people had come to think of aluminum as a substitute material.

"It was recognized, therefore, that an extensive educational and informational program could create a favorable personality for Kaiser aluminum, and furthermore that a worthwhile consumer product, made of Kaiser aluminum, in the home, would help to make it stick."

Tracing the development of a new consumer foil product, Kaiser broiler foil, made wider than other brands to just fit the standard broiler and with the exclusive quilted design, and its market research testing, which "convinced us that we had a perceptible, appreciable sales advantage in 'quilting' housewives would buy," Mr. Calhoun continued: "We knew we had a winner." The quilted story was an advertising natural.

"Today, the great majority of advertising dollars are concentrated in a heavy participation in the hit tv show, *Maverick*.

"*Maverick* came into being on ABC and from a standing start licked such giants as Benny, Allen, and Sullivan. The ratings for the new show year, starting this fall, indicate that the popularity of *Maverick* is on the increase. . . . Jackpot? . . . I'll say! What with homes delivered as low as $1.07 per thousand.

"But these are just words. What has really been the measurable effect of all of this advertising over the last two years? A lot has happened. The tremendous sales activity by Kaiser has helped to double the consumer foil market. More important to Kaiser is to have expanded sales from 3% to 21% share of market in two years' time against tough competition. This is a record we are real happy about."

[For story on Reynolds Metals' success with tv, see ADVERTISERS & AGENCIES, Oct. 13]

RADIO: WANAMAKER'S HOT SALESMAN

WANAMAKER'S HAS EVERYTHING
John Wanamaker

Department store's storm window sales skyrocket on diet of weekend radio, first doubling, then quadrupling. Now they're selling swimming pools

John Wanamaker—"The No. 1 Name in Retailing"—has made an important merchandising discovery—that radio can do a selling job.

This world-famed merchandiser—"Wanamaker's Has Everything"—is writing advertising history with its effective use of radio in Philadelphia and New York. The merchandise: storm windows and jalousies.

These products, bearing a shady retailing reputation because of widespread pitch-and-pressure advertising in all types of media, are now being sold with incredible speed and volume as the result of John Wanamaker's radio promotion. Here's what happened in the storm window department in less than two years:

- Sales in September 1958, promoted only by radio, exceeded those of any previous full year when newspapers were used.
- Volume doubled in 1957 when radio was first used exclusively.
- Sales in 1958, with radio schedules expanding, are at least quadruple 1957's.
- Two years ago John Wanamaker took less than 10% of the storm window production of Mallard Mfg. Co.; now it is taking over 80% of the factory's output.

The storm window success story is directly attributable to adoption of radio coupled with virtual abandonment of newspapers.

Still another merchandising miracle will attract retailing attention:

- Eighty-five percent of radio-inspired inquiries are converted into sales.
- These sales average over $300 each.

John Wanamaker has demonstrated that radio can sell storm windows and jalousies 12 months of the year. Having sold a winter item in mid-summer, the store is embarking on a new project—the sale of $5,000 swimming pools in winter, using radio as the medium.

Two persons have taken the lead in the John Wanamaker radio project—George L. Aronson, president of Gla Products Inc., Upper Darby, Pa., and Bernard J. Kramer, partner in Gresh & Kramer, Philadelphia advertising agency. Mr. Aronson is concessionaire of the Wanamaker storm window, jalousie and swimming-pool department at Philadelphia and New York (Westchester) stores.

For years Mr. Kramer had been nursing the idea that radio could be an effective medium for department stores if they knew how to use it. He had developed a radio-retailing formula for a fashion store, Ideal Mfg. Co., on the White Horse Pike, across the Delaware River in New Jersey. The store has tripled in size since quitting newspapers for weekend radio advertising.

Early in 1957 Mr. Kramer, convinced that he had a radio concept for department stores, in turn convinced Mr. Aronson the medium could sell storm windows for the John Wanamaker department. They picked WIP Philadelphia for a four-weekend test. Ralf Brent, station vice president, was hesitant. "Nobody has ever used radio like that," he commented.

Mr. Kramer felt a radio period should be long enough to provide the information offered by a full-page newspaper ad. He insisted on ad-libbing by the announcer, reasoning that a salesman doesn't work from script when facing a customer.

The first 25-minute Wanamaker program went on the air. Four telephones equipped with lights were installed in the studio. Bob Menefee, WIP announcer, delivered the first commercial and the telephones lit up immediately. Mr. Menefee started answering phones while a record was on the air.

The results: A program costing $135 for time and talent produced 13 inquiries; 12 were converted into sales averaging $300 each.

Mr. Aronson was convinced. So was Mr. Kramer.

"I thought everybody was watching tv," Mr. Aronson observed.

The four-week test was to become a year-round project. Mr. Kramer observed techniques and results carefully, finally developing a manual on what to do and what not to do. Gresh & Kramer started buying more time. Soon it was using WPEN, WFIL, WRCV, WIBG and WKDN (Camden, N. J.).

On WIP, Wanamaker is currently using a half-dozen quarter-hour and 25-minute programs every Saturday and about the same schedule on Sundays. It buys announcements ahead of each segment to merchandise the program. Current expenditure on WIP is running around $1,000 each weekend. The current station list also includes WPEN, WFIL and WKDN, according to the agency.

"Radio surprised me," Mr. Aronson told BROADCASTING. "It's terrific. But four elements are necessary for effective use of radio to sell merchandising. They are (1) a good agency, (2) a good merchandising name behind the product, (3) good merchandising and (4) satisfied customers.

"Radio is a wonderful way of selling. Department stores should use it extensively. I seldom use newspapers now, and they don't produce when I buy them."

The Wanamaker radio segments are built around standard and popular music. "We don't buy rock and roll," Mr. Kramer said. "After all, we're selling adults. We prefer the warmth and sincerity of radio to the coldness of the printed page. Our formula links radio and the telephone. We tell the audience about Wanamaker storm windows and jalousies, and move listeners from their chairs to the telephone. There is no time limit on advertising copy, but it isn't allowed to run unreasonably long. We make a copy point after each record, with the announcer ad libbing from a fact sheet. He's there to make the phone ring and get leads. His approach is sincere and friendly—the opposite of the pitch used by the blue-suede boys who are common in the storm window business.

"He suggests the listener go to John Wanamaker's store, or if more convenient, to call him on the special phones. He gives a price idea on the air by mentioning typical monthly payments, and gets name, address and phone number of the listener with the promise that 'John Wanamaker will get in touch with you.' He knows by the telephone lights if he is getting across.

"The audience has a chance to talk back to the announcer while records are on the air. Phone calls keep coming into the stations after the programs leave the air. These calls are taken by girls stationed at the studio phones.

MR. KRAMER

MR. ARONSON

"By using weekend time we can reach husbands and wives at home."

On WPEN, which sells Wanamaker spots instead of program segments, the agency buys saturation Saturday and Sunday one-minute announcements during personality periods plus 10-second reminders to phone the station. Here again the music is mostly standard and popular.

After a few months of success in Philadelphia, Mr. Aronson started contemplating expansion to the suburban John Wanamaker store in the Westchester County area outside New York. The Gresh & Kramer radio formula was repeated in Westchester, and worked effectively. The formula incidentally, has been copyrighted by Mr. Kramer. WMCA New York is being used currently but the schedule usually includes WABC and WOR. About 10% of sales is going to the radio schedules.

Last month the Mallard company started

its own storm window radio schedule on WRVA Richmond, Va., for Thalhimer's store. The Gresh & Kramer material is being used.

The radio schedule for John Wanamaker's storm windows exceeds the entire radio and tv budget for the rest of the Philadelphia store. Except for this one department, John Wanamaker is using institutional spots on radio and tv for special sales, with no cost details available.

An absolute check on all air calls and sales is kept by Wanamaker's. The store knows instantly how each weekend schedule is producing. An interesting trend has developed in the radio campaign. If a weekend schedule on a station produces 300 phone calls, the store now knows that about 300 people will visit the storm window department on the fifth floor of the downtown Philadelphia store. The department is reputed to produce more income per square foot than any other department in the store.

The John Wanamaker store has been operating since 1857—it was the first department store in the United States—but it isn't bound by its traditions.

"They're crazy," a broadcaster muttered when Wanamaker bought extra radio time while the World Series was on a competing station. Crazy like a fox—the response was good.

"Radio can do the same job for other departments that it does for storm windows," Mr. Kramer said.

How well will swimming pools sell in winter?

One time segment on a recent weekend produced 12 inquiries that led to the sale of two $5,000 pools.

WOO THEM BACK TO RADIO—BRENT

Department stores helped found the radio broadcasting industry "but somewhere the romance cooled," Ralf Brent, vice president of WIP Philadelphia, said Friday (Oct. 17) in calling on Ohio broadcasters to start a serious campaign to sell retailing time. He spoke to the Ohio Assn. of Broadcasters in Columbus.

MR. BRENT

Mr. Brent offered a series of reminders for broadcasters to guide them in the sale of time to department stores and cited the outstanding success of the John Wanamaker retail empire in selling storm windows by radio (see above).

"Department stores need you," he told the Ohio group. "They need business. In the last six months Philadelphia department store sales have declined 10% from a year ago and 16% from five years ago while suburban sales have increased almost 60% in the same period."

Broadcasters must demonstrate they can move merchandise, he said, adding, "You should have thrown away years ago the 'buy it for name value' approach. You've got to show the store they can get X dollars back for every dollar invested in time.

"Stay on top of the results. Know whether you are pulling or not—for if you once learn how to do this direct-lead-from-radio on your station and can make it work consistently, you'll never have to worry about renewals. Nobody fires a salesman who is making sales. Do this and what has been called an intangible becomes tangible—cash sales. You'll have confidence in your rates. You'll laugh at the rating services."

Referring to the Wanamaker success in selling storm windows by radio on WIP and other Philadelphia stations, he said, "I doubt if Wanamaker knows the rating on any period they buy from us, and they couldn't care less."

Mr. Brent noted that WOR New York was started by L. Bamberger, later Macy's; WJAR Providence, R. I., by the Outlet Store; four Philadelphia stations—the old WFI by Strawbridge & Clothier, the former WLIT by Lit Brothers (WFI and WLIT were merged into WFIL), WOO by John Wanamaker, which had a station in New York, and WIP by Gimbels, which also had New York and Pittsburgh stations.

"Way back nearly 40 years ago department stores started radio stations because they realized their value as promotion devices. They broadcast the music of the live orchestras that played for lunch and dinner in the dining room of the store; they featured the artistry of nine-year-old Susie Glockenspiel at the piano, bought of course from Gimbels, Wanamakers or Lits, lessons included in the price of the piano. Uncle Don and Uncle Wip told stories to the kiddies and of course sold toys.

"Department stores were excited about their radio stations. They put studios on selling floors to draw traffic. But somewhere the romance cooled. Wanamakers gave up their two stations; Macy's sold theirs, Strawbridge & Clothier and Lit's stations merged, finally selling to the *Inquirer*, and this coming Tuesday (Oct. 21) is the last day Gimbel's will own WIP.

"Why hadn't radio kept department stores on the air regularly? Because store promotion men were usually ex-newspapermen? Or because buyers couldn't afford to make passes at a sweet-voiced advertising medium with no tear sheets? Or because retail clerks couldn't hear the radio advertising but could see the torn out ad in the one-out-of-a-thousand shopper's handbag? Or because we couldn't afford to sell at rates less than 50% of our other rates like the newspapers? Or because we couldn't put on a hundred items and prices at a time?"

Radio-Tv Fever Reading Planned at ANA Meet

An exploration of problems and new developments in broadcast advertising will be a feature of the Assn. of National Advertisers' 49th annual fall meeting, to be held Nov. 9-12 at the Homestead, Hot Springs, Va.

This session, led by George J. Abrams, vice president of Revlon and chairman of the ANA radio-tv committee, will be one of four workshop meetings to run concurrently on Nov. 10, opening business day. Speakers and subjects:

"What's Ahead in Radio-Tv?" by Mr. Abrams; "Do You Really Know Your Television Audience?" by Miles Wallach, president of M. A. Wallach Research Inc. and advocate of a combination in-home coincidental and telephone coincidental interview system of deriving program ratings, which also is supported by Mr. Abrams [LEAD STORY, March 31]; "The Responsibility of Advertisers in Meeting Mounting Tv Costs," by Howard Eaton, radio-tv director for Lever Bros., and "The Future Importance of Magnetic Tape in Tv," by a speaker to be announced.

Theme of the fall meeting is "Creating More Sales and Profits in a World of Change Through Creative Research, Marketing and Advertising." Roger Bolin, advertising director of Westinghouse Electric Corp., is program chairman. The fall meeting, unlike ANA's spring meeting, is "closed"—that is, attended by members, invited advertiser guests and working newsmen, but not by agency and media people.

The subject that dominated the 1957 fall ANA meeting—advertiser-agency relations and methods of agency compensation—is on the docket for further discussions. At the meeting last fall the "preview" of the ANA-commissioned study and report by Dartmouth Prof. Albert W. Frey drew one of the largest crowds that ever attended an ANA meeting [LEAD STORY, Nov. 4, 1957]. This year's program schedules an off-the-record discussion of "New Developments in Agency Relations"—sure to delve into any changes that have occurred since the Frey report was issued. This session will be the afternoon of Nov. 11.

Earlier in the same session J. D. Danforth, executive vice president of BBDO and chairman of the American Assn. of Advertising Agencies, will give the agency viewpoint on "Getting The Best Advertising—At The Most Economical Cost—Through Improved Agency Relations."

The fall meeting will open with a survey of "The Changing Economic Climate and What It Means to Advertising," by Dr. Lawrence C. Lockley, dean of the School of Commerce, U. of California, and a special A. C. Nielsen Co. presentation on "What Is Happening In the Marketplace and How Better Planning Can Turn Failure Into Success." The presentation will be made by Nielsen executive vice president J. O. Peckham, with commentary by President A. C. Nielsen Jr.

The concurrent sessions, in addition to the one on radio-tv, will deal with the use

WMGM'S audience really listens.
WMGM is now the third most popular radio station of twenty-two radio stations in the New York Metropolitan Area (Nielsen, July-Aug., 1958).

Yes, and on any basis of measurable sales results, too, WMGM produces action at the lowest cost of any radio station in the New York Metropolitan Area.

NOW AVAILABLE: NEW MERCHANDISING PLAN. DETAILS ON REQUEST.

wmgm
RADIO NEW YORK CITY

the liveliest station in town • 50,000 watts

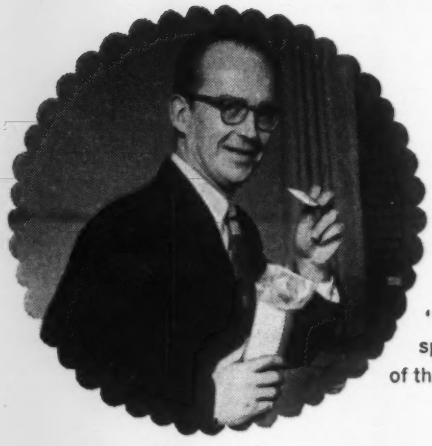
The Metro-Goldwyn-Mayer Radio Station in New York—1050 kc
400 Park Avenue Phone MUrray Hill 8-1000

Represented Nationally by George P. Hollingbery Co.

Interview: Ted Kelly

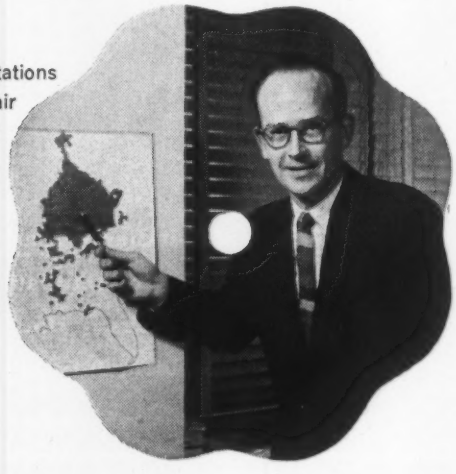
McCann-Erickson Broadcast Supervisor, Ted Kelly, tells why he selects WLW TV - Radio Stations for NABISCO

"WLW TV-Radio Stations offer advertisers that golden glow of success in time well-spent."



"And one reason is the splendid service and cooperation of the famous Crosley Group."

"Yes, the WLW TV-Radio Stations know how to help push products from on-the-air to point-of-sale all over the area."



"Such service is Premium quality... real Premium quality!"

Call your WLW Stations Representative . . . you'll be glad you did!

WLW-T Television Cincinnati. **WLW-C** Television Columbus **WLW-D** Television Dayton **WLW-A** Television Atlanta **WLW-I** Television Indianapolis

W L W Radio

Network Affiliations: NBC; ABC; MBS • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** NBC Spot Sales: Detroit, Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of Avco

of advertising to introduce new and improved products, new ways to get the most out of the sales promotion dollar, and industrial advertising. In addition, Horace W. Barry, merchandising manager of The Nestle Co., will show a feature presentation on current practices of 268 ANA members in pretesting and evaluating promotional materials.

The Nov. 11 morning session will deal with creativity, with addresses by President Alfred Politz, of Alfred Politz Research Inc., on "How Research Can Unshackle Creativity"; E. W. Ebel, advertising vice president of General Foods, on "Advertising's No. 1 Need: Ads That Really Get Through to the Consumer," and Louis N. Brockway, executive vice president of Young & Rubicam, on "How to Get Better Ads from Your Agency."

This will be followed by a business meeting for election of officers and directors and a report by Ralph Winslow, vice president of Koppers Co. and ANA chairman, on steps ANA is taking to help members achieve greater advertising productivity.

The meeting will close following a Nov. 12 morning session on "What Makes For Successful Advertising Today" and a luncheon at which Army Secretary Wilber M. Brucker will discuss the defense program and its effect on the economy.

The annual banquet will be held the evening of Nov. 11. A social program also is planned for the evening of Nov. 9.

NATIONAL RADIO CENSUS ORDERED

How many radio sets are there in the United States?

A project aimed at documenting radio's full dimensions is being announced jointly today (Oct. 20) by the Radio Advertising Bureau and the Advertising Research Foundation.

To ascertain the number of sets in the U.S., a major survey will be conducted next month by the United States Bureau of the Census among a total of 36,500 households in 330 sampling areas. It will be under the supervision of ARF and will be financed by RAB on behalf of its membership.

RAB President Kevin B. Sweeney noted that the last survey of radio sets was conducted in May 1954, with a sample one-third the size of that to be used in the upcoming study. Alfred Politz Research Inc. made the 1954 study under ARF supervision and with funds provided by RAB (then called Broadcast Advertising Bureau) and the four networks. Mr. Sweeney added:

"Continued rapid growth in the number of radio sets in U S. homes and automobiles has made necessary another intensive, nationwide survey in order to document the medium's full dimensions. Well-educated estimates by an RAB-network research committee have provided useful projections in recent years. But it is now necessary to find out how big radio is, in what room of the house sets are located and how these dimensions vary regionally."

PLANS *for the first major radio set count in four years were examined by: (seated l. to r.) A. W. Lehman, managing director of Advertising Research Foundation, and Kevin B. Sweeney, president RAB. And (standing l. to r.) Miles David, RAB director of promotion, and John F. Hardesty, RAB vice president and general manager.*

It was pointed out that so large a sample is made practicable for private industry through an arrangement worked out by ARF with the Bureau of the Census. The count of radio sets will be a supplement or "hitch-hiker" on monthly surveys conducted by the Census Bureau, primarily to obtain data on the employment status of the labor force.

"This study will provide important and valuable information to advertisers and agencies and to the radio industry," ARF Managing Director A. W. Lehman commented. "Plans for the survey were drawn by ARF at the request of RAB; they have been approved by the technical committee of ARF, consisting of 26 leading advertising and marketing research executives, representing agencies, advertisers and media."

The range of information which the RAB-ARF project is seeking to ascertain is: households with radio sets (for U. S. and each of 14 area breakdowns, with percentages for households with one, two, three, four, five or more sets); households with automobiles and automobile radio sets (similar breakdowns as for household radios) and location of household radio sets (for U. S. and each of the 14 area breakdowns, covering percentages of households with sets located in kitchen, the bedroom and other locations).

To dramatize the need for a new, major set census, RAB pointed out that (1) its July 1958 estimate of U. S. radios placed the number at 142.6 million or 82% more than in 1949, the first big year of tv's growth, and (2) since 1949 "a virtual revolution has taken place in the location of radio sets: from a primarily living room medium [radio has become] a medium dispersed over every room of the household."

The May 1954 Politz-ARF study found 100,920,000 working-order radio sets — 74,740,000 in homes, 26,180,000 in cars.

The table at left traces the growth of radio.

Set Count on Radio Growth

I. Here is how the number of radio sets has grown since 1949. All figures in millions.

YEAR	IN-HOME	OUT-OF-HOME	TOTAL
1949	61.9	17.1	79.0
1950	65.4	19.8	85.2
1951	71.9	24.1	96.0
1952	76.8	28.5	105.3
1953	74.8	35.2	110.0
1954*	74.7	36.2	110.9
1955*	80.0	41.0	121.0
1956	83.8	40.2	124.0
1957*	90.0	45.0	135.0
1958*	95.4	47.2	142.6

*Mid-year estimate.

Despite the advent of television, radio sets continue to grow at a steady rate. The out-of-home figure includes auto radios plus an estimate of radios in public listening places. The in-home figure includes multiple set ownership. There are currently 2.8 sets for each of the nation's 50 million homes.
SOURCE: Joint network-RAB research estimates and other industry estimates.

II. Radio set purchases are not confined to a single type of set. Here is the production record since 1951 of *four major types of radio.* Add 000 to these figures.

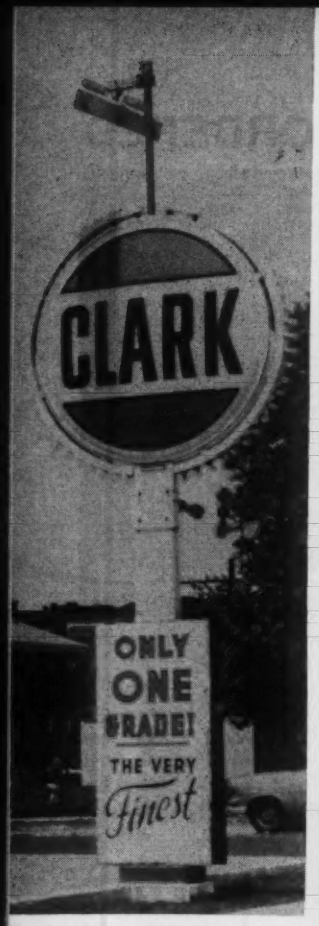
YEAR	HOME	CLOCK	PORTABLE	AUTO	TOTAL
1951	5,974	777	1,333	4,543	12,627
1952	4,043	1,929	1,720	3,243	10,935
1953	4,403	2,041	1,742	5,183	13,369
1954	3,068	1,875	1,333	4,124	10,400
1955	3,394	2,244	2,027	6,864	14,529
1956	3,501	2,311	3,113	5,057	13,982
1957	4,151	2,516	3,265	5,496	15,428

In 1957, 15,427,738 radio sets were produced and sold, making it the best year since the advent of tv. Radio sets currently outsell tv sets 2.4 to 1—more than twice as much.
SOURCE: Electronic Industries Assn.

III. Here is how automobile radios have grown in number since 1948. Figures in millions.

YEAR	AUTO SETS	YEAR	AUTO SETS
1948	10.0	1954	26.2
1950	14.8	1956	30.2
1952	23.5	1958*	37.2

*Mid-year estimate.
SOURCE: Joint Network-RAB Research estimates.



RADIO ADDS HIGH OCTANE TO CLARK SALES STRATEGY

In the land of the free and home of the Braves, an independent gas chain successfully competes with the moguls. Principal stimulant: an ad budget 90% plus in radio

Though more intimately identified with baseball's Braves, beer and bratwurst, Milwaukee may be getting itself a new kind of prestige in the dairyland state of Wisconsin.

In the tensed-up struggle between the larger, better heeled oil chains and the smaller independents, Chicago's neighbor on the north has emerged as a battle site of Badger petroleum dollars. In fact, until Standard Oil Co. (of New Jersey) bought Pate Oil Co. two years ago, three independents accounted for 35-40% of Milwaukee's gas-and-oil business.

Competition from the so-called "majors" —the Standards, the Shells, Cities Service and others—hasn't stifled the growth of at least one "minor." Clark Oil & Refining Corp., observing its silver anniversary this year, is a thriving independent with approximate annual sales of $90 million and still growing. As president Emory T. Clark has often observed, "You've got to keep running just to stand still."

To the degree that any one advertising medium may be credited almost single-handedly with stimulating sales, radio has been the pied piper that has led many a motorist, with increasing regularity, to one of nearly 500 multi-pump stations in a nine-state midwest area.

Although Clark's sales from products, by-products and services have nearly doubled the past three calendar years (from $43.5 million in 1954 to $88 million in 1957), its long-limited advertising budget has increased only modestly. Of a reported $1 million-plus (probably around $1,250,000) allocated for advertising the past few years, radio has been getting an estimated 90-95%.

The Clark formula: continuous and aggressive advertising and promotion of a single premium, high-octane gasoline (Clark's Super 100) and lubricant oil and a cash value stamp plan (adopted only to meet competition from other indies). The major ingredient: concentrated radio, creatively conceived, imaginatively geared to marketing goals and shrewdly bought.

Clark is not only the top indie chain in Milwaukee but the largest in the Midwest. This acknowledged oil refining, transportation and retailing empire shows gasoline volume per station substantially above the industry average. Sales keep right on gushing from an operation that started with one station and grossed $40,000 back in 1933.

It is doubtful that Clark could have achieved its phenomenal growth as quickly without relying on the advantages of radio. Clark's current track record, according to reliable sources, shows that it:

- Spends an estimated $900,000-$1,125,000 in radio on Braves baseball network broadcasts (a third-sponsorship with P. Lorillard Co. for Kent cigarettes and Miller Brewing Co. for Miller High Life beer); on strategically-selected five-minute newscasts in major cities, and on a saturation spot schedule encompassing a total of approximately 140 stations.
- Allocates advertising expenditures of about 1.13% per dollar volume of sales.
- Allots radio outlays of about 1.02% per dollar of volume sales.

Clark Oil & Refining Corp. broadly acknowledges that advertising is "indispensable" and "effective." The petroleum industry is an intensely competitive one for small independents and company and agency executives studiously abstain from discussing radio philosophy, policy, budget and coverage.

In its 1957 financial report, shareholders were apprised—in merely general terms—of Clark's "aggressive advertising promotion to support its marketing program. Continuous promotion and advertising are indispensable ingredients in our sales efforts. . . . Your company's history has amply demonstrated that high quality products and efficient and courteous service backed by effective advertising create the conditions for high sales volume."

But "indispensable" and "effective" advertising to Clark has meant radio (save for periodic newspaper space to herald new stations; it uses little tv) ever since 1954 when the Milwaukee agency, Mathisson & Assoc., first recommended the medium. At the outset, with Clark's heavy expansion plans on the drawing board and before radio's resurgence, the agency reportedly suggested saturation spot as the quickest and most economical means of priming the profit pump.

As of Sept. 1 all Clark advertising has been handled by Tatham-Laird Inc., Chicago. While no new advertising program has been set, it's held conceivable Clark may turn, in some measure, to tv in the future.

The responsibility for directing Clark advertising is vested in Robert G. Atkinson, general manager of marketing, with Nick G. Takton in the capacity of advertising manager.

Mathisson & Assoc. this year placed the Braves baseball business on some 40 stations (all but two in Wisconsin) and also Clark's newscast-and-spot schedule on three Chicago stations—CBS' WBBM (through CBS Radio Spot Sales), NBC's WMAQ (through NBC Radio Spot Sales) and Westinghouse Broadcasting Co.'s WIND [AT DEADLINE, Aug. 4].

Under a new five-year pact for broadcast rights offered this year by the Milwaukee Braves National League club, Clark is spending about $200,000 on baseball and gets participations on each Braves broadcast over the following full 40-station regional network (Wisconsin unless otherwise indicated):

WHBY Appleton, WATW Ashland, WBEL and WGEZ Beloit, WCHF Chippewa Falls, WEAU and WBIZ Eau Claire, KFIZ Fond du Lac, WJPG Green Bay,

WCLO Janesville, WKTY La Crosse, WLDY Ladysmith, WISC Madison, WMAM Marinette, WDLP Marshfield, WIGM Medford, WEMP and WTMJ Milwaukee, WNAM Neenah, WOSH Oshkosh, WPFP Park Falls, WSWW Platteville, WRDB Reedsburg, WPBT Rhinelander, WGMC Rice Lake, WPRE Prairie du Chien, WRCO Richland Center, WTCH Shawano, WHBL Sheboygan, WSPT Stevens Point, WDOR Sturgeon Bay, WDSM Superior, WAUX Waukesha, WDUX Waupaca, WOSA Wausau, WFHR Wisconsin Rapids, WDHL Faribault (Minn.), WWCF Baraboo, WLIN (FM) Merrill, WJMS Ironwood (Mich.).

(For the sixth consecutive year WEMP is handling network arrangements, including lines, engineering and commercials, while feeding the network.)

This marks Clark's third season of participating sponsorship, the company having joined the original client, Miller Brewing, back in 1956. (Under the new Braves pact, Clark will be assured of seven consecutive years of sponsorship through 1962.) Clark also will pick up the tab for U. of Wisconsin football coverage this fall (for the third straight year) and until last year, sponsored Green Bay Packers pro football (both on WEMP) for three seasons.

Schedules now handled by Tatham-Laird reportedly include an average of 70 announcements per week (or as many as 100 where Clark buys in two or three stations in a city) in each of a half-dozen good-sized markets, plus about 25 spots weekly in stations in 75-85 smaller cities. The larger multi-station markets include Minneapolis, Kansas City, St. Paul, St. Louis and other cities. The smaller schedules are divided in so-called non-major cities in Clark's distribution area that includes Wisconsin, Illinois, Minnesota, Missouri, North Dakota, Iowa, Kansas, Michigan and Indiana.

An indication of how Clark expands and blankets the air with saturation radio is best typified by its Chicago experience. It bought a refinery in Blue Island in that city in 1946 and poured millions of dollars into its expansion, culminating with a $7.2 million project completed earlier this year. By 1954 it had entered the Chicago area starting with 46 service stations and doubling that total to over a 100 by this year.

It started buying spot schedules and newscasts on key stations, geared to a traditional pattern of key auto driving periods in line with its belief that such placements reach consumers close to the point-of-sale.

As a result, Clark today runs a schedule of 15 five-minute newscasts on WBBM's weekend *Mal Bellairs Show* (music-news-sports-weather), plus about 35 spots during the week; 33 announcements per week on WMAQ, and about 20 five-minute newscasts and 36 spots each week on WIND. Without deviation, the news shows and spots are geared to peak weekday and weekend driving periods (primarily 3-7 p.m.). The same pattern is being followed in other large cities.

Emory Clark and associates launched the petroleum enterprise with a modest purchase of one service station at W. Greenfield and S. 84th St. in 1933, the origin of

MEET MR. PLAY-BY-PLAY

...IN MILWAUKEE!

EARL GILLESPIE
WEMP Director of Sports

"Take three fine products like Clark Gasoline, Miller High Life Beer and Kent Cigarettes who jointly sponsor the Milwauke Braves Baseball games; add the almost fanatical interest of fans here in Bravesland; and complete the picture with strong, imaginative Radio Station WEMP that can feed the action to the world. There you have the ingredients for spectacular success and I'm mighty proud to be part of the line-up.

But the WEMP play-by-play sports story by no means ends with the Braves. Next comes University of Wisconsin football and they've got a hot ball club this year too. Then it's U. of Wisconsin basketball.

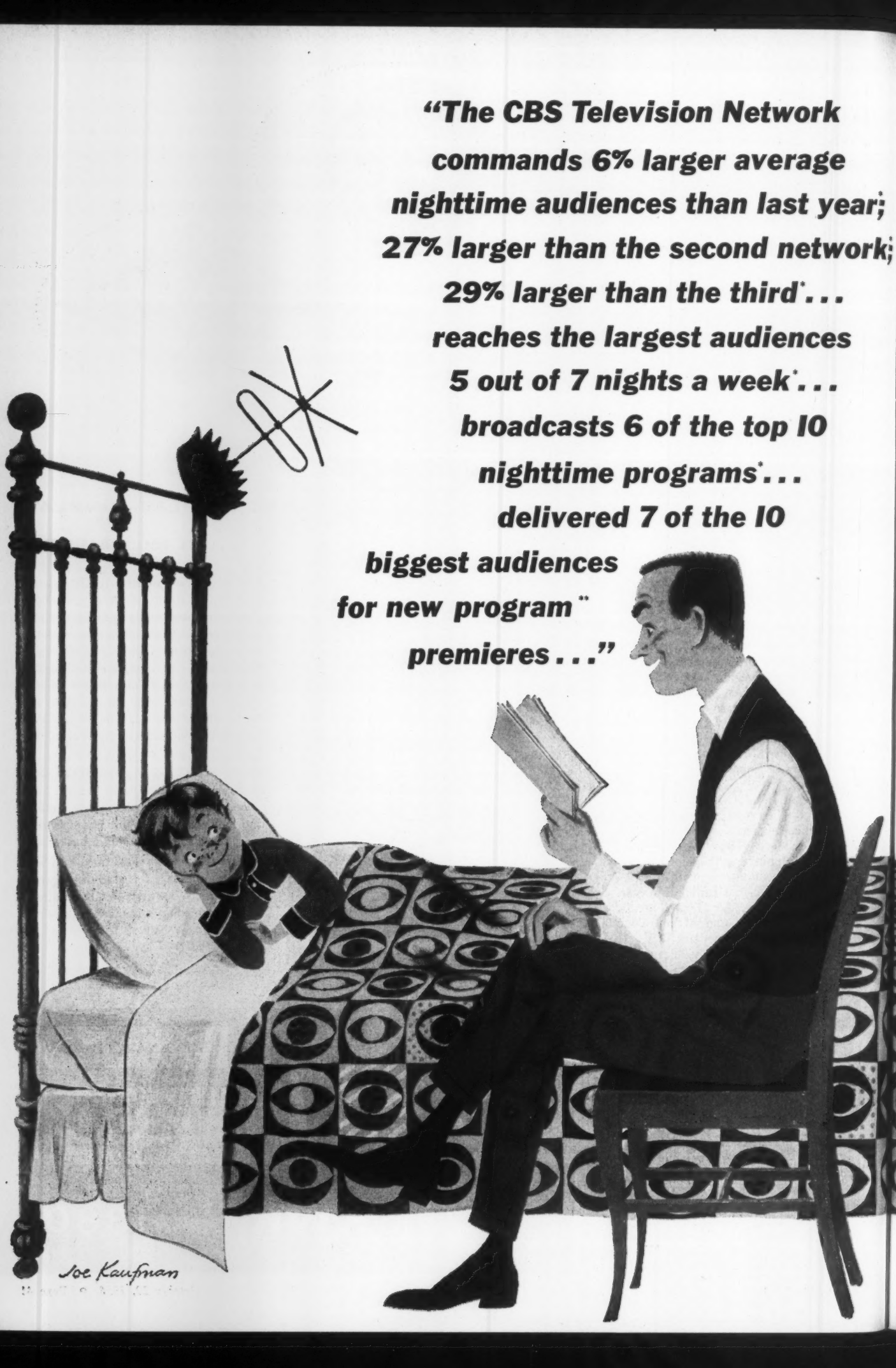
Yes, we're up front with sports and with the loyal audience this kind of programming attracts. Join our family of advertisers whose sales in Milwaukee continue to grow with WEMP."

*the station with the personality**

WEMP 5000 WATTS AT 1250

Headley-Reed Company — Representatives

*and in St. Louis it's KWK 5000 watts at 1380


"The CBS Television Network
commands 6% larger average
nighttime audiences than last year;
27% larger than the second network;
29% larger than the third*...
reaches the largest audiences
5 out of 7 nights a week*...
broadcasts 6 of the top 10
nighttime programs*...
delivered 7 of the 10
biggest audiences
for new program**
premieres..."
Joe Kaufman

You can draw any number of conclusions from the earliest reports on the new season, and each of them would make a delightful success story about the CBS Television Network.

You could say the audiences for the Network's programs are larger this year because the total television audience has grown.

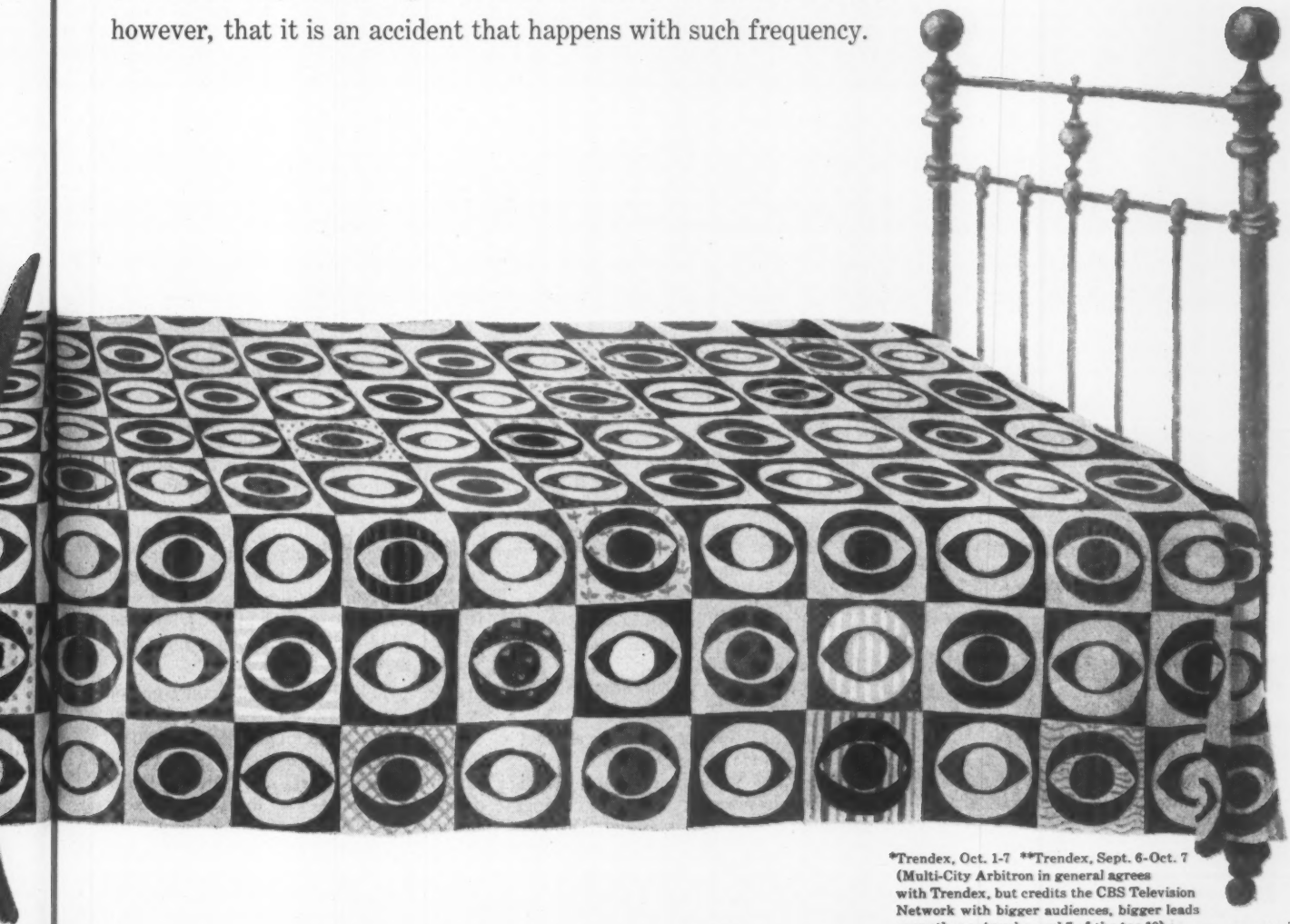
You could say the reports are the result of sound program planning coupled with an unprecedented drive to make the audience aware of the Network's program schedule.

You could say the Network is merely reaping the rewards of a long-established reputation for creative program leadership and that the audience tunes first to its programs out of sheer habit.

You could also say it is far too early in an intensely competitive season to spot a decisive trend in network leadership.

Or you can call it all a happy accident.

It must be very reassuring to CBS Television Network advertisers, however, that it is an accident that happens with such frequency.



*Trendex, Oct. 1-7 **Trendex, Sept. 6-Oct. 7
(Multi-City Arbitron in general agrees with Trendex, but credits the CBS Television Network with bigger audiences, bigger leads over other networks, and 7 of the top 10)

WHLI
THE VOICE OF LONG ISLAND

10,000
POWERFUL
WATTS

reaching 5,500,000 people . . . at an AMAZINGLY LOW, LOW COST-PER-THOUSAND!

DELIVERS THE
2nd LARGEST MARKET
IN NEW YORK STATE...
GREATER LONG ISLAND
(NASSAU-SUFFOLK)

GAS STATIONS SALES
$149,867,000

"PULSE" proves WHLI HAS THE LARGEST DAYTIME AUDIENCE IN THE MAJOR LONG ISLAND MARKET.

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of Long Island

Represented by Gill-Perna

the Petco Corp., which became Clark in 1954. He soon moved into Minnesota, Missouri, Illinois and other states, buying properties for service stations and storage terminals. Clark (Petco) acquired an oil refinery at Marrero, La. (New Orleans suburb), in 1943 and also a river towboat and barges to transport refined products to marine terminals. The company added the suburban-Chicago Blue Island refinery (located near the Calumet-Sag channel) in 1946. Within three years it had 100 stations in 28 communities.

The real growth took place, however, in 1954, with stations increased from 158 to 326 by year's end. Through acquisition and construction the total jumped to 367 by the end of 1955, 411 by 1956 and 480 by 1957, with the bulk in Wisconsin, Illinois, Minnesota and Missouri. It also got into crude oil production, buying directly from the owners of oil leases or from other producers. Today Clark sells its Clark's Super 100 gasoline at retail through its service stations and the remainder is sold at wholesale to other companies, jobbers, brokers, wholesalers and retailers; all premium gasoline comes from its Blue Island refinery (62% of its product is gasoline). Thus, Clark finds itself in the advantageous position of being able to retail all its own high octane gasoline production. It is now capable of turning out about 30,000 barrels per day and sells twice the industry average among the larger chains.

As many a motoring and home radio listener well knows, Clark claims to offer its Super 100 at a cost lower than that of five other premium brands in Chicago or Milwaukee. Motorists also know that they get Clark cash value stamps (a penny per gallon), with each filled book worth $1.10 in redemption value. They also know that no Clark station is apt to be loaded down with merchandising and other gimmicks but just courteous service and premium gasoline. Continuous high volume makes it possible for the company to sell its product a penny or two under that of the larger chains (34.9 cents in Milwaukee, or halfway between regular and ethyl prices for other gasolines).

Notwithstanding these economic considerations, Clark's breezy radio commercials probably are more responsible for bringing home-bound motorists into Clark stations than any other factor. After Mathisson & Assoc. inherited the Clark account a few short years ago, it got to work on a series of jingle commercials with variations on a common theme:

"Clark—Super—100 gasoline . . .
"Thousands say it's best.
"The largest selling independent gasoline.
"In . . . the middle west.
"Fill up . . . today; you'll know just what we mean.

"By Clark's . . . Super . . . 100 gasoline!"

The jingles are conceived with various musical motifs—western, the band march, the sliding trombones, the silky strings; they also are sometimes seasonal. The most recent jingle is called the "Days of the Week" series, keyed to what any listener might have on tap that day. Samples:

"It's Sunday!—It's Sunday! Why not take a drive?
"Or would you rather take a snooze?
"If you go for a drive, here's the smooth way to arrive.
"Be sure the gasoline you choose, is . . .
". . . Clark . . . Super . . . 100 gasoline . . ." (etc.) Or:
"It's Monday!—It's Monday! A week of work ahead.
"Now wouldn't you rather lie around and rest—Yes!
"If you drive your car to work, you can make its motor perk.
"With the gasoline that's best—May I suggest . . .
"Clark . . . Super . . . 100 gasoline," (etc.) Or still another:
"It's Saturday!—It's Saturday! . . . Today you've got it made,
"Or back to work would you rather go?—No!

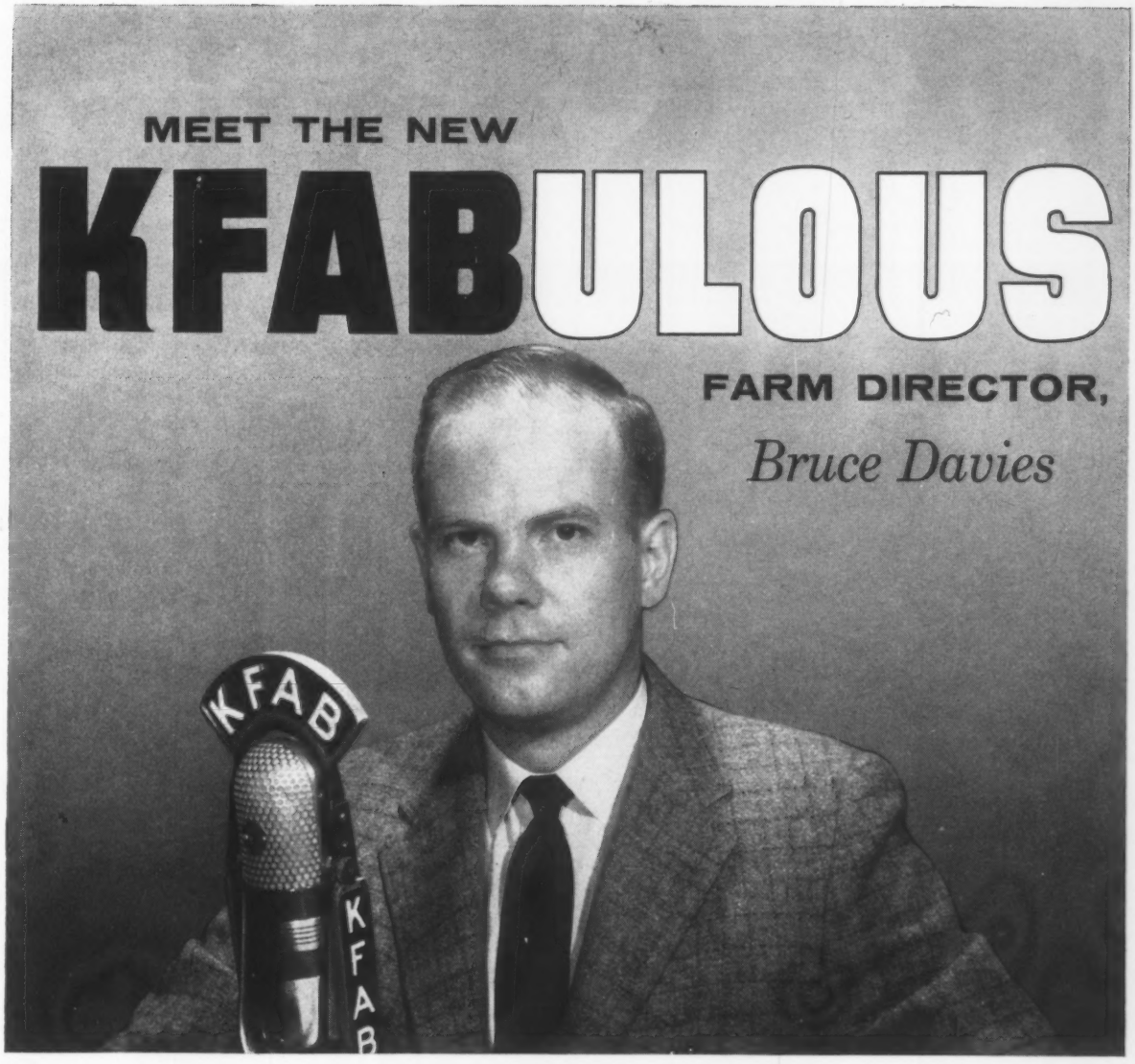
"For performance at its peak, every day in the week,
"Get the gasoline—with oh-so-much go!
"Clark . . . Super . . . 100 gasoline," etc.

More recently Clark revamped its commercials to incorporate a new character, Frisby, in a straight-talk pitch built around the popularity of the jingle. A colleague wants to hear the jingle and is given only a few bars, with the tune abruptly cut off in dead air.

Taking the recent five-year period of Clark's greatest growth—and its heaviest utilization of radio as an advertising medium—the financial sheet of sales and income is an impressive one, though gasoline taxes have mounted, too. It recorded sales of $36,795,078 (less taxes of $3,620,413) in 1953, $43,516,457 (less $5,344,748) in 1954, $59,031,762 (less $8,730,895) in 1955, $77,730,690 (less $11,893,394) in 1956, and $88,046,780 (less $15,268,22) in 1957. Allowing for gasoline taxes, it has shown increasing sales registering $72 million in 1957. Its $10 million sales gain in 1957 over 1956 was partly offset by a drop in net income (after taxes) from $2,486,021 to $1,422,327, though total assets rose from $25,737,750 to $28,670,439.

A more recent report covering the first six months of 1958 showed a dip in both net sales and earnings, which the company ascribed to low prices on petroleum products, fewer shipments of distillate oils and non-recurring costs in connection with starting new Chicago refining units. It reported net income of $226,016 (equal to 16 cents a share) on common stock, compared with $692,461 for that period in 1957, and net sales of $34.6 million as against $36.3 million the first half of last year.

Clark paid dividends of 8% on common stock in 1956 and 1957 (2% quarterly), continuing this program because of the need for the reinvestment of earnings in capital expenditures. A total of 1,331,905 shares of common stock was the only class of stock outstanding as of Dec. 31, 1957—shares owned by 4,068 stockholders in 35 states and one foreign country (27,418 shares of common are reserved for employes'



Bruce Davies, our new Farm Director, comes to KFAB from Chicago where he was Farm News Editor for Station WLS. Prior to that, he was well known in the Chicago area through his daily livestock market reports from the Chicago Stock Yards.

In addition to his daily radio broadcasts, Bruce wrote and narrated a special television market film known as the "Chicago Market Report," that was aired weekly on 42 TV stations in the Midwest. At the same time, he originated and aired a marketcast daily from the Stock Yards expressly for the Iowa Tall Corn Network.

The large segment of KFAB's audience, vitally interested in agriculture and livestock, makes Bruce's pertinent, informative farm commentary a daily listening habit.

KFAB OMAHA

BASIC NBC 50,000 WATTS

Affiliated with COLOR TELEVISION CENTER KMTV

Represented by EDWARD PETRY & CO., INC.

Serving all Chicagoland

WGN-TV and WGN-RADIO continue to give Chicago audiences programs of top quality . . . presented with the integrity that is the WGN way of doing business. The two programs listed at right and others scheduled for fall and winter have resulted from a sincere desire on the part of WGN-TV and WGN-RADIO to give Chicago better public service programming, such as the Northwestern Reviewing Stand, Faith of Our Fathers, and the many programs listed at the bottom of the opposite page. Ever-widening, loyal audiences guarantee the success of these programs.

WGN-TV

"TV Teachers' College"

- First program of its type.
- Presented through cooperation of the Chicago Board of Education.
- On the air 5 days a week...1/2 hour programs give in-service training for teachers.
- Provides college credit.

WGN-RADIO

"Illinois Opera Guild Talent Search"

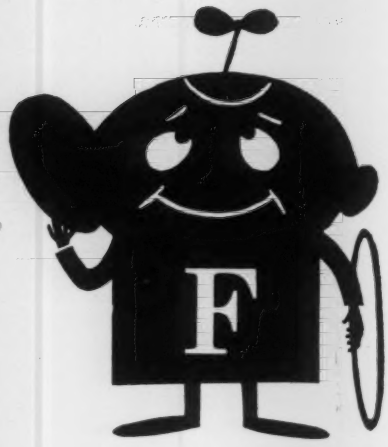
- First concentrated effort to find the best opera talent in 5-state Chicagoland area.
- Fall program will present singers on an on-the-air contest, "live" from WGN-RADIO.
- Winner will receive a $1,000 prize awarded by Illinois Opera Guild.
- Music schools, conservatories, universities and colleges cooperating in search for those who "intend to pursue a serious musical career."

WGN and WGN-TV Chicago
441 N. MICHIGAN AVENUE CHICAGO 11, ILLINOIS

A few of the other regularly scheduled Public Service Programs include:

WGN-TV — *Faith of Our Fathers*, award winning religious program; *The Club House*, in cooperation with Chicago Boys Clubs; *Three Score and Then*, in cooperation with Evanston Junior League and Leading Universities; *Your Right to Say It*, in cooperation with Northwestern University; *RFD Chicagoland*, in cooperation with leading agricultural agencies.

WGN-RADIO — *Time to Reflect*, with leading Chicago clergymen; *Signal 10*, award winning safety program in cooperation with Indiana State Police; *Faith of Our Fathers*, from Rockefeller Memorial Chapel of the University of Chicago (separate program from TV); *Northwestern Reviewing Stand*, in cooperation with Northwestern University; *Magic of Music*, in cooperation with American Conservatory of Music; *Milking Time*, *Country Fair* and *Market Reports* for Midwest farmers in a five state area.



"F" follows Fads.

You can see at a glance.

The newer they are,

The deeper his trance.

If you're selling Hula Hoops or Propeller Beanies, KHJ Radio, Los Angeles, isn't for you. You want a station which programs for Fad Followers. To keep them interested one has continually to invent some new novelty. In broadcasting, the unfortunate result is a constant change in format.

While the programs have changed, KHJ Radio's objective has remained the same for more than 36 years: to produce results for our advertisers by appealing to stable, mature, buying adults. KHJ's "Foreground Sound" delivers audiences which extend the same loyal attention to both program and commercial.

Never underestimate the variety of tastes that make up America's 2nd market. Here is a medium programmed to satisfy them all (except Fad Followers).

KHJ
RADIO
LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.

stock options). Clark's net income per share of common in 1957 was $1.07.

Clark's only substantial long-term debt is a $4 million term loan approved by the First National Bank of Chicago on Dec. 26, 1956, and payable Jan. 1, 1962, with quarterly sinking fund payments of $250,000 beginning this past April. Advertising (radio) is included in "selling, administrative and general expenses" which amounted to $5,794,594 last year. Stockholders' equity was $14,442,658 and $10.84 per share of common stock at year's end.

The value of Clark stock is illustrated by current and previous quotations for local over-the-counter securities. As of last April 11, figures showed 13¾ bid and 15 asked; as of Sept. 9, the figures had jumped to 14¾ and 16. And the outlook is bright for the remainder of 1958, despite recession talk, because gasoline is necessarily a staple. Mr. Clark confidently expects to hit the $100 million sales mark by 1960. Says the company:

"More than ever in the post-war period, marketing is a challenging and difficult undertaking. Competition is intense and any company which is inefficent or relies on obsolete [retail marketing] methods or equipment will find it increasingly difficult to increase or even maintain sales volume."

Two years ago when Standard-Jersey bought out Pate Oil Co., Clark's arch-competitor, it grabbed, in effect, an extra estimated 22% of the market from the independents, leaving Clark to scratch with other indies for the remaining 17% of the gas business not sewed up by the larger oil chains. Utilizing no "obsolete" advertising medium, Clark looks as if it will still be around to take in its first $100 million in annual sales.

Texas Co. Shopping at Networks After Contractual Rift With CBS-TV

The Texas Co. (Texaco gasoline and other petroleum products), New York, stripped its gears at CBS-TV last week and was once again coasting around the tv networks shopping for new vehicles to carry its current advertising program.

In the process, CBS-TV has lost a program package that would have brought in more than $4 million in estimated billing. It was not certain last week, however, on what network Texas will underwrite its tv advertising; thus CBS-TV may still wind up with some of the billing.

Not clear was just what point or points kept Texas and CBS-TV apart. Cunningham & Walsh, agency for the Texas Co., said they failed to agree on "certain contractual matters." What was known: Texas did not approve the first hour-long show of a series titled *Man of the Hour* to be produced by Nat Hiken. In addition to eight *Man* programs, Texaco was considering three one-hour specials and sponsorship of the Cotton Bowl football game on New Year's Day.

It was learned that the Texas Co. now plans to go ahead with at least a few specials in the coming season (network undecided as of Thursday) with the Cotton Bowl sponsorship to be decided.

Bon Ami Countersuit Filed Against W&G

The maker of Jet Bon Ami turned a fine spray of legal rebuttal last week in the direction of Weiss & Geller Inc., hoping to wash out the breach of contract suit filed earlier this month by its former agency to recover past and future commissions in a million dollar barter tv campaign in about 35 markets through Guild Films Co. [ADVERTISERS & AGENCIES, Oct. 13].

Bon Ami, now under new management, contends the agency did not render service which entitled it to the commissions and allowed overcharging in the barter list, hence the commissions too. But these allegations are disputed by Weiss & Geller in a new affidavit filed with the court showing in detail services performed, overcharges adjusted and advice to client that it could have bought better time for less money with cash instead of barter.

The agency suit, filed in New York Supreme Court, seeks $115,000-plus for barter time and film production commissions. The agency contends it was fired by Bon Ami before the time allowed by contract.

The Bon Ami counterclaim asks $186,300-plus, including $150,000 "damages" suffered through what it describes as inept handling of the barter campaign and the remainder for commissions already paid the agency and which, Bon Ami says, the agency actually did not earn.

Bon Ami holds that the agency contract was invalid because it was improperly negotiated by the corporate secretary under prior management. The agency contends the contract is valid until at least June 5, 1959.

The Bon Ami counterclaim further alleges "upon information and belief" that Max Geller, president of Weiss & Geller, and an unidentified "Howard Lawn" sought to purchase Bon Ami at about the time Weiss & Geller was retained. The Bon Ami response charges the pair took an option and then forfeited the option when the purchase was not concluded. Bon Ami states Mr. Geller about this time became a director of United Dye & Chemical Corp. (now Chemoil Industries Inc.), which at that time was the parent firm of Bon Ami.

"Upon information and belief," Bon Ami charges that the agreement alleged between Bon Ami and the agency which "was born out of these facts and circumstances and as a consequence thereof . . . was fraudulently conceived and is therefore wholly void and without any consideration whatsoever."

Dr. Geller categorically denied Bon Ami's charges in a statement Friday morning. He said he never alone or in association with anyone at any time took an option to buy Bon Ami, paid money for same or forfeited any option. He also said "the issue here is not merely to determine the legal scope of agency commissions . . . but of deciding here and now whether agencies are to be accorded the responsibility and dignity due them as established business organizations. It's time someone protested the shabby treat-

plus selling . . .

On the *surface* many representative organizations appear the same. It is when you go deep down within the structure of a firm that you find the *special power* that enables an organization to consistantly come up with extra sales. Here this plus selling factor consists of the group of *Working Partners* who started H-R, and who are still *charting the course* of this firm, and a carefully selected *crew* of sales-seasoned veterans who know how to *navigate the channels* in which purchases of time are being made. It is this *extra depth* of presentation experience and background that gives us the *power to emerge* with extra orders for our stations even when the going is rough.

FRANK HEADLEY, President
DWIGHT REED, Vice-President
FRANK PELLEGRIN, Vice-President
PAUL WEEKS, Vice-President

"We always send a man to do a man's job"

RADIO **H-R** TELEVISION, INC. TELEVISION REPRESENTATIVES, INC.

NEW YORK	SAN FRANCISCO	ATLANTA
CHICAGO	DALLAS	HOUSTON
HOLLYWOOD	DETROIT	NEW ORLEANS

a new force in

WLOS-TV offers the *only* unduplicated network coverage of the Asheville-Greenville-Spartanburg market. And WLOS-TV delivers tremendous coverage from the South's highest antenna — 6,098 feet above sea level atop Mt. Pisgah.

Now, with WTVJ's purchase of WLOS-TV, you get the same skilled, aggressive, and experienced management that has kept WTVJ first in South Florida for 10 years. Watch WLOS-TV — a new force in Southeastern TV!

southeastern TV...

a major market commanding national attention

425,360 TV homes in 62 counties of six states are delivered by just one station — WLOS-

This immense market deserves your attention as a top buy on any TV schedule!

(Data from NCS #3)

WLOS-TV

Unduplicated ABC in
Asheville • Greenville • Spartanburg

WLOS AM-FM

Represented by Peters, Griffin, Woodward, Inc.
Southern Representatives: James S. Ayers Co.

ment of agencies as whipping boys and doormats . . ."

As a basis for asking $150,000 damages in its counterclaim, Bon Ami charged before the court: Weiss & Geller's services in connection with the Bon Ami advertising programs and requirements "were entirely ineffective and unsatisfactory." Bon Ami claims Weiss & Geller "failed to formulate advertising programs suitable to defendant's needs, overcharged defendant for miscellaneous services, failed to contract for television time requested by defendant although plaintiff had represented that it had contracted for same, and failed to examine the schedules of barter tv time spots furnished by Guild Films Co., and the charges made therefore to the extent that defendant has been subjected to overcharges which in turn led to excessive billings by plaintiff for commissions on this time."

Meanwhile, Weiss & Geller put new light on its position last week in an affidavit filed with the court in opposition to Bon Ami's motion for an order to vacate a writ of attachment issued by the court Sept. 25 freezing certain Bon Ami bank deposits in Manhattan. The agency's media director, Max Tendrich, asserts in the affidavit that Bon Ami in fact did approve the barter time commissions in dispute as well as additional billings for services and materials rendered to Bon Ami "at its specific request."

The affidavit noted that when the agency signed to represent Bon Ami under a contract dated Feb. 5 of this year "it found defendant's advertising and financial affairs in serious difficulty. The defendant was in default for two months in its payment to Guild Films Co., as required under its contract. Moreover, the defendant had no funds available for the preparation and acquisition of advertising via other media."

Mr. Tendrich's statement to the court explained that the Feb. 5 contract acknowledged Weiss & Geller was entitled to 15% commission on barter tv time but that this policy was not initiated with this agreement. He explained "it is the same method of compensation" as Bon Ami used with the predecessor agency, Erwin Wasey, Ruthrauff & Ryan. "This latter agency was paid at the rate of 17.65% of the cost" to Bon Ami "of the said barter tv time controlled by defendant as advertising compensation."

As to Bon Ami's charge that Weiss & Geller rendered no service or ineffective service in connection with the barter campaign and allowed overcharges, the agency's affidavit presented exhibits of letters and agency-client conference reports held to show that the agency (1) analyzed the current sales situation of Bon Ami, (2) formulated complete marketing plans for the future, (3) analyzed the available barter tv time with a view toward choosing those time spots which would be most beneficial to defendant, (4) negotiated on many occasions directly with Guild Films for the right to receive better tv spots, (5) made frequent trips directly to tv stations airing the barter spots, (6) obtained merchandising support from barter tv stations although such practice is unusual, (7) submitted to Bon Ami timely memoranda covering all of these activities and (9) found overcharges in the schedules "which it called to the attention" of both Bon Ami and Guild Films and "which overcharges were subsequently adjusted."

Also among the exhibits filed with the court is a memorandum from the Bon Ami account group to Dr. Geller recounting his personal efforts in renegotiating the Guild Films contract "to Bon Ami's benefit" through reduction of the barter tv obligations from $40,000 monthly for five years to $2,000 monthly for one year.

Another exhibit the agency filed with the court was a letter by Mr. Tendrich to Bon Ami dated June 12 purporting to show an overcharge on barter billings during April for Youngstown, Ohio. The letter said the invoice of $1,029.08 should be $952. It also noted that if the time had been purchased "through normal channels" it would have cost $450.

WXIX (TV) Not on Barter List

In the list of 35 barter stations published last week (ADVERTISERS & AGENCIES, Oct. 13) WXIX (TV) Milwaukee was erroneously identified as one of the outlets claimed to be lined up for the Guild-Bon Ami contract. Milwaukee station listed in the court exhibit should have been WITI-TV Milwaukee.

NBC, BBDO CHART COLOR MARKET

- **Colortown report finds it well-heeled, influential**
- **Study seeks to stimulate both advertisers and public**

Profiling color tv set owners as a market of influentials, albeit limited in number, NBC-TV and BBDO last week gave wing to a new campaign on behalf of the multi-hued medium. The object: to evaluate the market for a wide variety of advertisers and to stimulate interest among advertisers and the public alike.

The profile is documented in the first formal report by the network and agency in their continuing joint "Colortown, USA" project, conducted for more than 3½ years at an estimated shared cost of $100,000 [CLOSED CIRCUIT, Oct. 13].

Findings were reviewed at a news conference in New York last week by Hugh M. Beville, vice president, NBC planning and research, and Ben Gadalecia, vice president of research for BBDO. They include:

• Color set owners are in the higher income brackets. Of color owners, 65% have incomes over $7,500 contrasted to 17% of the cross-section panel. Out of every 10 color set owners, four have annual incomes of $10,000 or more, and eight also own their own homes (primarily single-family).

Note the report authors: "This fact [home-ownership], which of itself reflects higher income, makes the color set owner a prime prospect for a wide variety of goods and services."

• They are more eager to try new products. Half of the color receiver owners said they like to try new products as soon as they come on the market. But 62% of the black-and-white owners (control cross-section sample made up of 4,000 families) said they liked to wait until others had experience with the products.

• First-time color set buyers are pretty much the "same kind of people" who first bought monochrome sets. In checking out set owners, interviewers found 37% of color owners bought their first tv sets in 1948 or even before, contrasted to only 15% of black-and-white owners. By 1951 (breakthrough year in monochrome sales), 72% of the owners already owned receivers.

• Color owners are better educated than average citizens. Ratio of college graduates or some college training was 4 out of 10 for color owners. Half of the household heads work in executive capacities, are professionals or own their businesses.

• Color set owners are important sources of "personal influence." They are more active in the community, entertain and are entertained more, belong to more social clubs than black-and-white set owners and are twice as likely to belong to a civic or social service group and take active part in political groups and volunteer groups.

• The color set owners are "enthusiastic" about color tv, 90% checking off the first answer when asked if they rated their enjoyment as "very much, fairly well or very little." Additionally, 99% say their sets perform as well as or better than expected.

According to the report's authors, the purpose of the study in the "early stage of color tv penetration" (estimates vary but it is reported that 320,000 color sets were in circulation as of July 1) was "to determine whether or not there were distinguishing characteristics which set these first buyers apart from their fellows."

HIDDEN CITY

What and where is Colortown?

It really exists, says NBC-TV and BBDO executives, but its identity is not being revealed in fear of special promotions warping network-agency intentions. Colortown is a "respectably-sized" city with over 200,000 population, ranking in the top 50 markets and located "somewhere in the Midwest." It has three tv stations telecasting color, including an NBC affiliate, a CBS affiliate and an independent outlet. If any other stations are in the market they are not color-equipped. The CBS affiliate programs only network color, the NBC outlet—both network and locally-originated color, the independent—some local color. Apparently the color set count is not high because researchers had to comb dealer and distributor lists for color owners to build a color tv family panel to an acceptable 328 from which to compare findings against a 4,000 family probability sample base (a control group of monochrome set owners).

Up a tree about Christmas programming?

Here's an outstanding collection of original scripts and the world's finest secular and traditional religious music in one complete low-cost package . . . it's

SESAC's SPIRIT OF CHRISTMAS SERIES

You'll receive 13 quarter-hour scripts which have a fresh approach to Christmas programming. As a bonus there are three additional 15 minute kiddie-holiday shows making a total of 16 script shows with strong listener appeal.

A CHRISTMAS FABLE
A WORLD OF CHRISTMAS TRADITIONS
THE MUSIC OF CHRISTMAS
FROM ST. NICK TO SANTA
TWELFTH NIGHT
THE CHRISTMAS TREE
A CHRISTMAS FEAST
THE CHRISTMAS ROOM
THE SONGS OF CHRISTMAS
AN OLD FASHIONED CHRISTMAS
CHRISTMAS IN AMERICA
DECK THE HALLS
CHRISTMAS GREETINGS
SYMBOLS OF CHRISTMAS
A TREE FOR SUZY
THE CHRISTMAS SPIRIT

Featuring traditional carols, hymns, and other religious selections and popular classical favorites performed by:

TRINITY CHOIR OF ST. PAUL'S CHAPEL
ALFREDO ANTONINI AND HIS ORCHESTRA
WILLIAM WIRGES AT THE CONSOLE
NEW WORLD SYMPHONY ORCHESTRA
THE CRUSADERS QUARTET
CHOIR GIRL TRIO
CARILLON AND ORGAN

SESAC's "Spirit of Christmas" series will make holiday programming easier and more rewarding. In addition to the 13 basic scripts and the 3 bonus children's scripts, there are over 100 superb selections from the SESAC Transcribed Library . . . recorded on high-fidelity 16-inch ET's. Wonderful Christmas programming on both adult and children's listening level.

Complete Package...$49.50

For sample show,
or to order now—

MAIL ATTACHED COUPON

SESAC INC. The Coliseum Tower
10 Columbus Circle
New York 19, N. Y.

SESAC INC.
10 Columbus Circle
New York 19, N. Y.
Gentlemen:

( ) Kindly enter my order (check enclosed) for SESAC's "Spirit of Christmas" series at $49.50 complete.

( ) Send me audition disc and script. I understand there will be no charge if I return both to SESAC within 30 days in the event I do not wish to order the series

Name & Title .....
Call Letters .....
Address .....
City ..... Zone ..... State .....

We're weighing in in TOLEDO

ABC Television's adding still more weight in Ohio! Now we're in Toledo—which means we have *seven** live affiliates in the Buckeye State alone. Sunday, October 26, is the day we'll be officially opening WSPD, Channel 13. With the addition of Toledo, ABC-TV advertisers will be reaching another 330,300 homes... in a booming market with an effective buying income of over one billion dollars. It raises ABC Television's total line-up of major affiliates to a spanking 86. And gives the network 85.2% coverage of the U.S.—94.9% if you count delayed broadcasts. Let ABC-TV throw its weight behind <u>your</u> product!

*Akron, Cincinnati, Cleveland, Columbus, Dayton, Toledo, Youngstown.

You get them at the
GET AGE on ***abc-tv***

TV NETWORKS RING TILL LOUDEST FOR Y&R IN FIRST HALF OF 1958

Young & Rubicam, J. Walter Thompson Co. and Ted Bates & Co. ran 1-2-3 in volume of gross time billings placed with the three television networks during the first six months of 1958.

This ranking was shown last week in an analysis prepared by researchers generally acknowledged as competent but who asked for anonymity. The study was based on figures compiled by LNA-BAR for its subscribers.

A total of 109 agencies placed network time during the six-month period, according to the analysis.

It breaks down the gross time billings placed by each agency on each network. It does not include expenditures for talent and production.

No. 1 agency on ABC-TV in terms of gross time billings was Young & Rubicam, followed by Grant Adv. and McCann-Erickson. On CBS-TV the leaders were Bates, BBDO and Y&R. The top three on NBC-TV were Thompson, Dancer-Fitzgerald-Sample and Benton & Bowles.

The complete list (in thousand dollar units) follows:

Rank	AGENCY	Gross Billings (Add $000)	ABC	CBS	NBC
1	YOUNG & RUBICAM	$ 26,174	$ 6,827	$ 11,327	$ 8,020
2	J. WALTER THOMPSON	24,941	3,255	8,336	13,350
3	TED BATES & CO.	23,060	1,280	17,307	4,473
4	BENTON & BOWLES	18,053	488	8,458	9,107
5	BBDO	17,865	855	12,216	4,794
6	DANCER-FITZGERALD-SAMPLE	14,739	2,766	2,412	9,561
7	LEO BURNETT CO.	14,464	2,954	11,166	344
8	MC CANN-ERICKSON	13,872	3,531	5,614	4,727
9	WILLIAM ESTY CO.	7,761	1,374	4,774	1,613
10	COMPTON ADV.	7,574	774	4,650	2,150
11	KENYON & ECKHARDT	6,262	1,274	1,547	3,441
12	GRANT ADV.	6,125	5,603	464	58
13	FOOTE, CONE & BELDING	5,339	101	2,706	2,532
14	LENNEN & NEWELL	5,034	125	3,250	1,659
15	CAMPBELL EWALD	5,028	1,554	550	2,924
16	PARKSON ADV. AGENCY	4,974	———	1,518	3,456
17	SULLIVAN, STAUFFER, COLWELL & BAYLES	4,888	76	497	4,315
18	NORTH ADV.	4,036	———	1,964	2,072
19	BRYAN HOUSTON	3,491	———	3,491	———
20	NEEDHAM, LOUIS & BRORBY	3,455	———	310	3,145
21	N.W. AYER & SON	3,359	1,076	298	1,985
22	CAMPBELL-MITHUN	2,950	———	2,394	556
23	MAXON INC.	2,912	———	532	2,380
24	GEOFFREY WADE ADV.	2,752	1,570	———	1,182
25	GREY ADV.	2,578	761	———	1,817
26	WARWICK & LEGLER	2,438	———	2,438	———
27	TATHAM-LAIRD	2,437	958	541	938
28	D. P. BROTHER & CO.	2,284	686	1,252	346
29	ERWIN WASEY, RUTH-RAUFF & RYAN	2,238	———	1,834	404
30	MAC MANUS, JOHN & ADAMS	2,045	———	246	1,799
31	REACH, MC CLINTON & CO.	1,975	———	1,975	———
32	GARDNER ADV.	1,960	663	1,297	———
33	KUDNER AGENCY	1,947	1,052	———	895
34	GUILD, BASCOMB & BONFIGLI	1,856	1,856	———	———
35	EDWARD H. WEISS	1,840	———	1,744	96
36	DOYLE DANE BERNBACH	1,786	———	137	1,649
37	RAYMOND SPECTOR CO.	1,654	———	———	1,654
38	WHERRY, BAKER & TILDEN	1,562	———	1,562	———
39	FULLER & SMITH & ROSS	1,542	———	812	730
40	DOHERTY, CLIFFORD, STEERS & SHENFIELD	1,468	459	344	665
41	NORMAN, CRAIG & KUMMEL	1,359	———	———	1,359
42	OGILVY, BENSON & MATHER	1,227	822	405	———
43	FLETCHER D. RICHARDS	1,137	1,137	———	———
44	C. L. MILLER CO.	1,025	———	———	1,025
45	KNOX REEVES ADV.	1,006	936	49	21
46	C. J. LA ROCHE & CO.	941	596	———	345
47	CUNNINGHAM & WALSH	934	———	819	115
48	HENRY EISEN	898	898	———	———
49	D'ARCY ADV.	875	35	814	26
50	SWEENEY & JAMES	851	851	———	———
51	CLINTON E. FRANK	807	807	———	———
52	ANDERSON-MC CONNELL, ADV.	787	666	———	121
53	PECK ADV. AGENCY	664	———	105	559
54	J. M. MATHES	644	134	169	341
55	WALTER F. BENNETT & CO.	529	529	———	———
56	PRODUCT SERVICES	501	———	———	501
57	MATHISSON & ASSOC.	469	469	———	———
58	MORSE INTERNATIONAL	429	———	429	———
59	DONAHUE & COE	428	428	———	———
60	EMIL MOGUL CO.	425	———	———	425
61	HICKS & GREIST	421	———	———	421
62	LAWRENCE C. GUMBINNER ADV.	407	407	———	———
63	WESLEY ASSOC.	362	17	289	56
64	RUSSELL M. SEEDS	345	———	———	345
65	GORDON BEST CO.	295	———	290	5
66	JOHN W. SHAW ADV.	295	———	———	295
67	RICHARD K. MANOFF	267	138	———	129
68	DOREMUS ESHELMAN	244	———	———	244
69	PERRIN-PAUS CO.	232	———	———	232
70	CRAMER-KRASSELT CO.	220	———	———	220
71	BUCHANAN & CO.	203	203	———	———
72	GEORGE H. HARTMAN CO.	199	199	———	———
73	LAMBERT & FEASLEY	186	———	———	186
74	HONIG-COOPER CO.	185	———	———	185
75	EARLE LUDGIN & CO.	167	———	167	———
76	W. B. DONER & CO.	159	———	———	159
77	COHEN & ALESHIRE	155	———	———	155
78	THE JOSEPH KATZ CO.	154	———	154	———
79	BOZELL & JACOBS	145	———	145	———
80	FAIRFAX INC.	144	———	———	144
81	H. B. HUMPHREY, ALLEY & RICHARDS	140	———	———	140
82	CARSON-ROBERTS	136	136	———	———
83	HENRI, HURST & MC DONALD	128	87	———	41
84	EVANS & ASSOC.	125	125	———	———
85	FITZGERALD ADV.	108	———	———	108
86	LYNN BAKER INC.	101	———	101	———
87	GARFIELD LINN CO.	87	———	———	87
88	BOTSFORD, CONSTANTINE & GARDNER	70	———	———	70
89	SACKHEIM, MAXWELL & CO.	69	———	———	69
90	LANG, FISHER & STASHOWER	56	———	———	56
91	PARIS & PEART	49	49	———	———
92	HAROLD CABOT CO.	48	———	———	48
93	ZIMMER, KELLER & CALVERT	44	———	44	———
94	BIRMINGHAM, CASTLEMAN, PIERCE	43	———	———	43
95	L. W. FROHLICH & CO.	43	———	43	———
96	BADGER & BROWNING & PARCKEER	28	———	———	28
97	JAMES S. BEATTIE ADV. AGENCY	26	26	———	———
98	GORE SMITH GREENLAND INC.	24	———	———	24
99	HOLST & MALE	19	———	———	19
100	OLIAN & BRONNER	15	———	———	15
101	MAC DONALD-COOK	14	———	———	14
102	MUENCH C. WENDEL & CO.	10	———	———	10
103	WAYNE, TUCKER & CO.	7	———	7	———
104	STORM ADV. CO.	6	———	———	6
105	SUTHERLAND ABBOTT	6	———	———	6
106	HOCKADAY ASSN.	5	———	———	5
107	LUSTIG ADV.	3	———	———	3
108	JEROME O'LEARY ADV.	3	———	———	3
109	SMITH GREENLAND CO.	3	———	———	3
	TOTAL	$283,071	$51,618	$124,047	$107,406
	%	100.0	18.2	43.8	38.0

DOMINATE

TAMPA-ST. PETERSBURG

. . . market on the move!

Tampa-St. Petersburg is now one of the nation's top markets — 30th in retail sales, 29th in drug sales, 27th in automotive sales! And you dominate this growing, industrialized market with WTVT — first in total share of audience, 10 of the 15 top-rated shows, and first in news, sports, and local programs!

(Data from Sales Management and June ARB)

CBS
CHANNEL 13

Station on the move

WTVT

TAMPA-ST. PETERSBURG

See your Katz man

RCA STEREOCAST POINTS UP TREND

More national advertisers and their agencies are giving attention to stereophonic broadcasting—through the fm sound of television along with am radio.

Several are buying the idea, giving an immediate boost, to agency broadcast billing and breathing more entertainment program life back into network radio via the team act with sister network tv.

Certain agency authorities see in this trend a possible new avenue of entertainment for the U. S. audience using both broadcast facilities.

Latest advertiser to make the stereophonic plunge (and buying network radio to do it) is RCA through its agency, Kenyon & Eckhardt, New York, and in typical RCA fashion, this sponsor will enter in a grand way tomorrow night (Oct. 21) on the *George Gobel Show* (NBC-TV, 8-9 p.m.).

Another national advertiser—American Telephone & Telegraph—after the first of next year may sponsor a stereophonic broadcast, and it, too, would have to add a network radio purchase for the program. AT&T, through N. W. Ayer, is underwriting four one-hour tv specials to start in January, one of these being the possible stereophonic broadcast which would be on NBC radio as well as NBC-TV on which the specials have been placed.

Plymouth Div. of Chrysler Corp. started stereocasting *The Plymouth Show, Starring Lawrence Welk* on ABC-TV and (on ABC Radio) in five cities on Sept. 10, later extending the am simultaneous transmission to seven cities and on Oct. 1 had added 75 cities through the network's facilities. In Plymouth's case, however, the radio lineup (it uses the entire ABC Radio list of affiliates for the program) exceeds the telecast. Grant Adv. is the agency.

• NBC has used fm and am radio to demonstrate stereophonic broadcasting on *Telephone Hour* and *Bert Parks' Bandstand* on July 1 and July 14, respectively, and numerous fm-am stereo broadcasts have been conducted and are on the air now throughout the U. S. through local radio facilities.

RCA corporate services as an advertiser has merged two distinct and important consumer products in its stereophonic promotion via *Gobel*. RCA is selling color television and stereophonic equipment and discs.

A result of about seven months of planning by RCA and K&E, the promotion that encompasses a full tv network, radio network, a national magazine *(Tv Guide)* and dealers throughout the country, the special show ought to draw 40-50 million people, a wide audience for the manufacturer of color television and stereophonic sets and stereophonic discs.

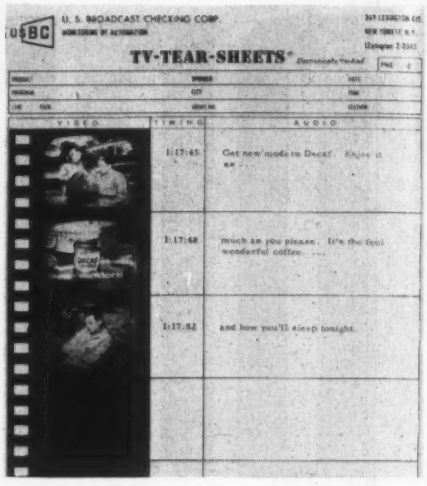
As part of the show, George Gobel and dancers will "freeze" for about one minute at the scene portrayed in a photograph contained in the Oct. 18 *Tv Guide* advertisement gatefold. It's estimated nearly 7 million families will have copies and will be asked at that time to place the color photograph over the bottom half of their 21-inch monochrome tv screen. The ad placed against the screen will show the contrast of color.

It is believed that RCA will obtain the largest audience in history for the stereophonic sound demonstration. The stereocast will be available to 109 cities (also in monaural sound on tv alone in some 40 cities and on radio alone in about 80 cities).

From the studio in Burbank, Calif., one set of sound signals picked up by a microphone on one side of the stage will be transmitted over the tv audio (fm) channel; another set picked up by another mike at the opposite side of the stage will be carried separately over the radio sound (am) channel. When heard in combination, with the viewer placing his am radio about eight feet to the right of the tv set, the program has a stereo effect. To assure simultaneous reception, special high-speed radio lines were installed parallel to the route of the tv lines.

RCA sought wide advance exposure of the "color-stereo" broadcast. Plugs were placed on both tv and radio network programs, *Tv Guide,* tv spots and certain ads mentioned the program, RCA's tv commercials on other network shows referred to it, while NBC sent out air promotion kits, *Monitor* on NBC Radio ran tapes featuring Mr. Gobel this past weekend and newspaper advertising backed the campaign. *(Tv Guide,* for example, supported the simulcast with full page advertisements in the *New York Times,* the *Chicago Tribune* and the *Los Angeles Times,* RCA taking tune-in ads in all Trendex cities to acquaint viewers with the show.)

Will RCA repeat this super-promotion? RCA and K&E officials admit they may—if this one gets standout reaction among dealers (dealers throughout the country are to hold "Gobel parties" that night in showrooms, rented halls and even in tv studios).



THE *new monitoring system developed by U.S. Broadcast Checking Corp., which employs automation, shows the video portion of a commercial, time and audio script.*

Automated Monitoring Offered by New Firm

The establishment of a radio-tv monitoring service, supported by a group of advertising agency and advertiser executives, was announced last week by Allan Goldenthal, president of the new U.S. Broadcast Checking Corp., New York, who called the system "foolproof."

Mr. Goldenthal said that the monitoring system is "low-cost" and automatic and is being backed financially by a group of executives, including Brown Bolte, president of Sullivan, Stauffer, Colwell & Bayles, New York, and William Lasdon, a director of the Warner-Lambert Pharmaceutical Co., Morris Plains, N.J., whom he de-

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

NOTE: The Sindlinger interviewing week runs Saturday through Friday, with questions on the basis of "yesterday." Thus, the "Activity" week is Friday through Thursday.

There were 125,766,000 people in the U. S. over 12 years of age during the week Oct. 3-Oct. 9. This is how they spent their time:

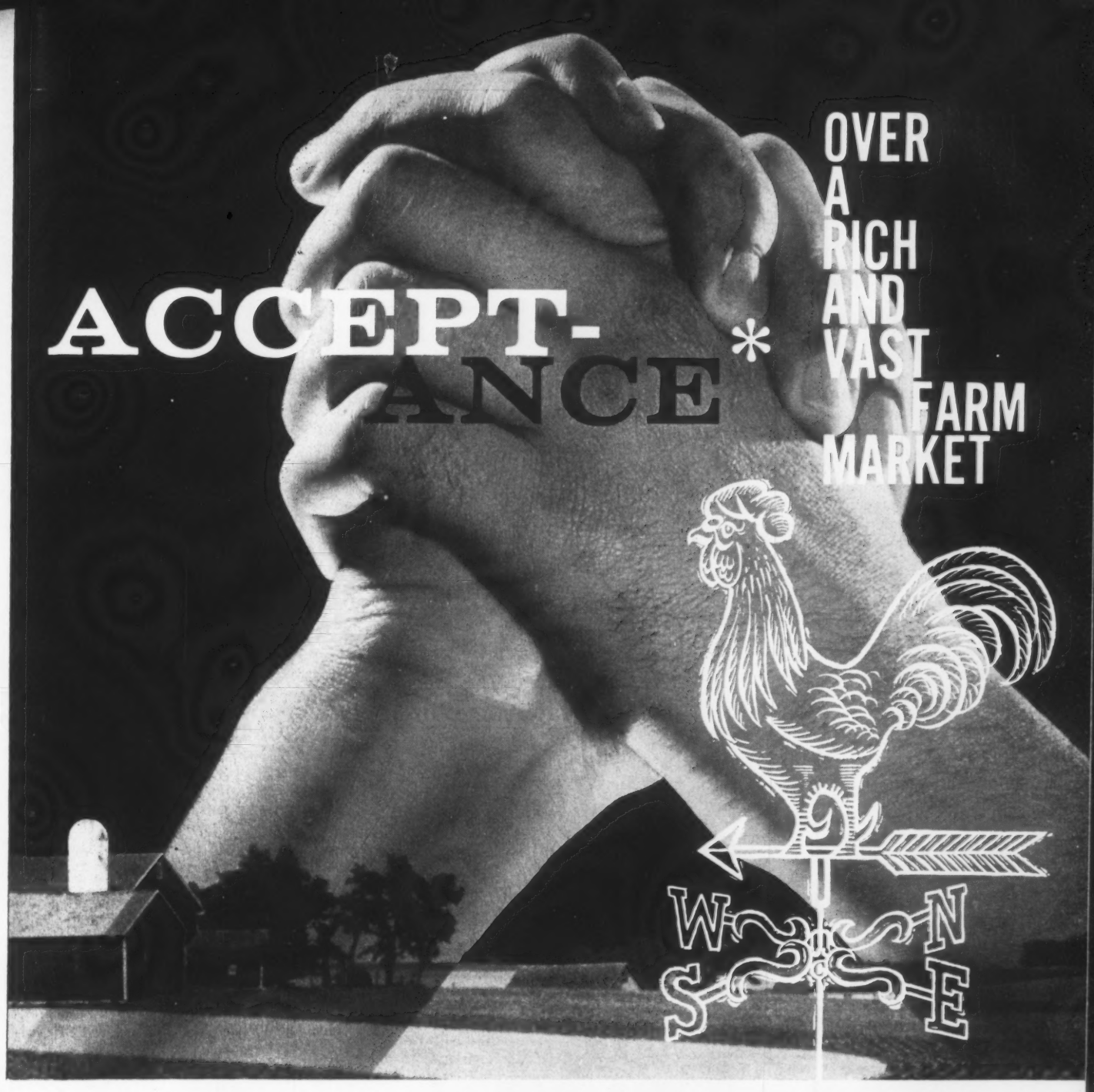
72.8%	(91,558,000) spent	1,901.6 million hours†	WATCHING TELEVISION
58.0%	(72,944,000) spent	1,079.6 million hours	LISTENING TO RADIO
83.4%	(104,889,000) spent	421.7 million hours	READING NEWSPAPERS
33.8%	(42,509,000) spent	194.8 million hours	READING MAGAZINES
26.2%	(32,951,000) spent	408.9 million hours	WATCHING MOVIES ON TV
26.4%	(33,184,000) spent	137.7 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly figures. People—numbers and percentages—are figured on an average daily basis.

* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of Oct. 1, Sindlinger data shows: (1) 111,385,000 people over 12 years of age have access to tv (88.6% of the people in that age group); (2) 43,132,000 households with tv; (3) 47,491,000 tv sets in use in U. S.



Only WCCO Radio delivers...

MORE LISTENERS in the rural Northwest than all other Minneapolis-St. Paul stations combined! †

MORE MARKET . . . 231,900 farm families throughout 114 basic area counties of Minnesota, Wisconsin, Iowa, and South Dakota who enjoy a gross annual income of $1.7 billion.

MORE ACCEPTANCE through the helping hand of vital farm, weather, and market information provided by Maynard Speece and Jim Hill on 50 programs every week. Only Twin Cities station with a complete farm service department. Call or write for full facts.

**Nothing sells like acceptance . . .*

WCCO Radio

MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000-Watt 1-A Clear Channel Station

Represented by CBS Radio Spot Sales

† Nielsen Station Index, July-Aug., 1958 / Station Total, 6:00 AM-Midnight, 7-day week. Audience in vast Northwest beyond Twin Cities Metro Area

scribed as "major stockholders." He acknowledged that other executives have invested in the company but said they have not authorized disclosure of their names at this time.

The system is called "monitoring by automation," and, according to Mr. Goldenthal, involves electronic equipment, capable of photographing, recording and reproducing tv and radio programs, especially commercials, on a round-the-clock basis. Clients will receive the patented "tear sheet" (see accompanying photo) which lists commercial times, a 35 mm photo of the tv scene, and the audio script.

Mr. Goldenthal said the system now is available in the New York area and within two weeks will be offered in Buffalo, Dallas, Kansas City, Pittsburgh, Los Angeles, Cincinnati, Baltimore and Denver. He added that coverage in 50 markets is planned by Jan. 1, 1959.

Among the clients already signed for the service, Mr. Goldenthal said, are Ted Bates & Co., Sullivan, Stauffer, Colwell & Bayles, Pittsburgh Plate Glass Co., Allied Chemical & Dye Corp. and Vanderbilt Tire Co.

The basic cost is $10 for monitoring a one-minute tv commercial, including a four-page "tv tear sheet," with reduction for quantity orders. The system permits production of a tear sheet for a tv commercial within a half hour of actual showing in New York, Mr. Goldenthal said.

Mr. Bolte explained that he has invested in the new organization because he feels "it is going to provide an excellent service which the industry sorely needs."

Curt Stahl, an electronics engineer who has been associated with the Atomic Energy Commission, developed "monitoring by automation" and is vice president of USBC. Carl Getchell, previously with the sales staff of WRCA-TV New York, is secretary and sales manager of the company.

USBC maintains offices and studios at 369 Lexington Ave., New York; the telephone number is Lexington 2-0345.

Kudner Gives Staff Bonus Limit Despite Loss of Buick Business

Employes of Kudner Adv., New York, were advised last week by C. M. Rohrabaugh, president, that for this fiscal year the Kudner Profit Sharing Plan would deposit to each employe member of the plan the maximum legal limit of 15% of the employe's base pay, plus interest earned on all holdings in the fund. The plan has been in effect for 15 years. In addition, Mr. Rohrabaugh said, the company will distribute the usual cash bonus at Christmas.

Mr. Rohrabaugh said the company's billing now totals $18 million, as compared with about $45 million a year ago when the Buick account and other portions of General Motors' business were at the agency. He pointed out, however, that Kudner late this year acquired the Intercontinental Hotel Corp. and Old Grand-Dad 86 (bourbon) business, and that plans for the 1959 advertising programs of clients indicate "increased appropriations in almost every case, promising a good year ahead for the agency."

CLOSE-UP

The Next 10 Days of Network Color Shows (all times EDT)

NBC-TV

Oct. 20-24, 27-29 (2:30-3 p.m.) *Haggis Baggis,* participating sponsors.

Oct. 20, 27 (7:30-8 p.m.) *Tic Tac Dough,* Procter & Gamble through Grey.

Oct. 20, 27 (10-10:30 p.m.) *Arthur Murray Party,* P. Lorillard through Lennen & Newell.

Oct. 21 (8-9 p.m.) *George Gobel Show,* RCA through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Oct. 22, 29 (8:30-9 p.m.) *Price Is Right,* Lever through J. Walter Thompson and Speidel through Norman, Craig & Kummel.

Oct. 22, 29 (9-9:30 p.m.) *Kraft Music Hall,* Kraft Foods through J. Walter Thompson.

Oct. 23 (8-9 p.m.) *Bell Telephone Science Series,* Bell Telephone through N. W. Ayer.

Oct. 23 (9:30-10 p.m.) *Ford Show,* Ford through J. Walter Thompson.

Oct. 24 (8-9 p.m.) *Further Adventures of Ellery Queen,* RCA Victor through Kenyon & Eckhardt.

Oct. 25 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Oct. 26 (7:30-8 p.m.) *Northwest Passage,* RCA through Kenyon & Eckhardt.

Oct. 26 (8-9 p.m.) *Steve Allen Show,* Polaroid through Doyle Dane Bernbach, DuPont through BBDO, Timex through Peck and Greyhound through Grey Adv.

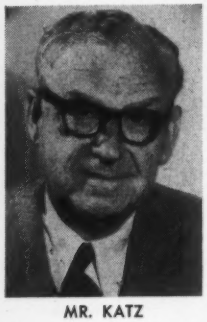
Oct. 26 (9-10 p.m.) *Dinah Shore Chevy Show,* Chevrolet through Campbell-Ewald.

Oct. 27-29 (2-2:30 p.m.) *Truth or Consequences,* participating sponsors.

Oct. 28 (8-9 p.m.) *Eddie Fisher Show,* RCA Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Joseph Katz, 70, Dies in Baltimore

Joseph Katz, 70, veteran advertising executive and station owner, died Monday (Oct. 13) in his hometown of Baltimore. He had suffered from a heart ailment.



MR. KATZ

Mr. Katz had headed his own Baltimore - New York agency since 1920 and was majority owner of WWDC-AM-FM Washington and WMBR - AM - FM Jacksonville, Fla. He was president of the Maryland Advertising Council when the state legislature banned advertising taxes earlier this year [ADVERTISERS & AGENCIES, March 10]. The council had fought Baltimore city taxes on advertising.

Recipient of countless awards, Mr. Katz received the Advertising Club of Baltimore's Civic Award Medallion as "man of the year" in 1950, the first advertising man so honored. During his lifetime Mr. Katz was active in civic and professional groups, serving as chairman of National Flag Week and handling publicity for Democratic party campaigns. Among the more than 25 Katz agency clients: WITH Baltimore, WLEE Richmond, WXEX-TV Petersburg, Va., the Baltimore Sunpapers and their tv outlet WMAR-TV, American Oil Co., and the Universal Sewing Machine Co.

Mr. Katz was born in Zagera, Lithuania, June 24, 1888, coming to this country three years later, and was educated in the Baltimore public schools. Founder of the East Baltimore Boys, composed of successful men who had risen above poverty-surrounded beginnings, he liked to recall his simple background and his hatred of big words. Still, he was a friend of the late Baltimore language expert and journalist Henry L. Mencken, and was acknowledged as a writer himself.

Only last month in BROADCASTING [MONDAY MEMO, Sept. 15] Mr. Katz wrote: "Compare the writing in the magazines with writing for television. If these radio and tv writers tried to write fiction, they couldn't get $100 for a story. . . . The art of the story teller, the skill of the fiction writer, have a rich field in radio commercials. They haven't been employed enough."

Mr. Katz is survived by his wife, Kate, whom he married in 1912; and their children, Mrs. Ben Strouse, wife of the president of WWDC-AM-FM and WMBR-AM-FM; Leslie Katz, author, and Richard Katz, pianist and arranger.

Citrus Group Hikes Ad Budget, Includes Merchandising Program

The Florida Citrus Commission at its Wednesday (Oct. 15) meeting announced plans for a $1.5 million merchandising campaign. This supplements the tv-oriented advertising program, originally set at $3 million [ADVERTISERS & AGENCIES, Sept. 22] to which the organization has decided to add $700,000 due to estimates of a heavier crop than anticipated.

More than 50 field men have been employed by the commission throughout the country to promote in-store activity in behalf of fresh and processed citrus products. Chairman J. R. Graves said that threatened overproduction within the next two or three years must be met with "sound and orderly planning in the field of advertising, merchandising, research and quality standards."

(This is one of a series of full page ads appearing regularly in the NEW YORK TIMES)

Radio is mightier than ever...but there's a mighty big difference in stations!

Radio's strength lies in talking frequently, economically and persuasively with masses of people . . . and in this it is mightier than ever. But to realize its full strength you must make use of the difference between ordinary and *great* stations.

The difference is big. *Great* radio stations stand out by their investments in top facilities and personnel. Their production is professional, their programming expert . . . covering *all* listener interests. Their responsible management will not permit their call letters to be associated with pitchmen, questionable commercials, carnival gimmicks, shoddy giveaways, triple spots.

Great stations build huge and loyal audiences for themselves and for their advertisers. They produce results.

Listed here are the *great* stations in 18 important markets. So efficient is their coverage, you need add only 30 selected stations, out of more than 3,000 now broadcasting, to achieve effective nationwide reach. This technique of concentrating on 48 top stations is called "The Nation's Voice."

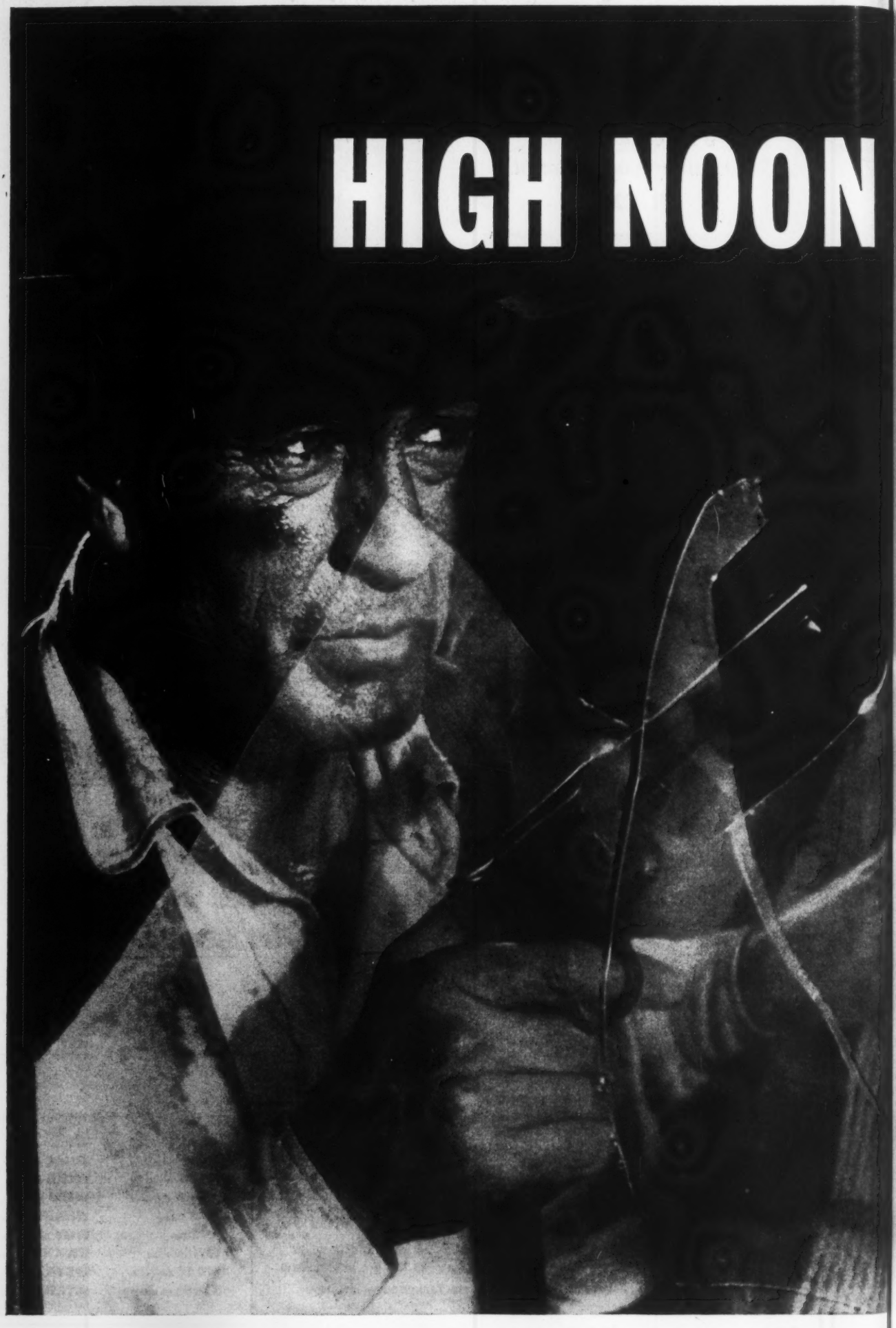
Call the nearest Christal office for information, documented by Alfred Politz Research, showing how the strategy of The Nation's Voice can help solve your particular sales problem.

HENRY I. CHRISTAL CO. INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO • ATLANTA

FIRST ON EVERY LIST ARE THESE 18 GREAT RADIO STATIONS

WBAL Baltimore	**KFI** Los Angeles
WAPI Birmingham	**WHAS** Louisville
WBEN Buffalo	**WCKR** Miami
WGAR Cleveland	**WTMJ** Milwaukee
KOA Denver	**WHAM** Rochester
WJR Detroit	**WGY** Schenectady
WTIC Hartford	**KWKH** Shreveport
WDAF Kansas City	**WSYR** Syracuse
KTHS Little Rock	**WTAG** Worcester


HIGH NOON

SCORES ON WGN-TV CHICAGO

Program.....Festival of Stars*
Feature.....“High Noon”
Time.....10:00 P.M.—12 Midnight
Date.....September 11, 1958

Average Quarter Hour Rating.....37.8**
Average Share of Audience.....76.0%**
High Quarter Hour Rating.....43.6**
High Share of Audience.....81.0%**

*Sorry, no availabilities until December, 1958

**ARB September, 1958

WGN-TV channel 9

441 North Michigan Avenue, Chicago 11, Illinois

QUALITY RADIO WGN TELEVISION INTEGRITY

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

BENEFICIAL FOR 200 • Beneficial Finance System, N. Y., through Al Paul Lefton, same city, has begun holiday advertising campaign on 200 radio stations. Theme is centered on company's "1-2-3 Holiday-Money plan."

FROZEN SWEEPSTAKES • Radio and tv are being used by John H. Dulany & Son (frozen foods), Salisbury, Md., to support fall promotion consisting of consumer sweepstakes contest with product couponing. Company will use spot tv in 14 major markets and spot radio in undetermined number of markets, starting later this month. Radio-tv will support insertions in newspapers containing coupons and rules for sweepstakes. Agency: Erwin Wasey, Ruthrauff & Ryan, N. Y.

READY TO RUB LAMP • Colgate-Palmolive Co. household products division has appointed Street & Finney, N. Y., as agency for new liquid detergent Genie. Product, currently in spot television in San Francisco where it is being introduced, will expand to other spot markets shortly.

SUNNIER • Sun Oil Co. (Sunoco gasoline, petroleum products), Philadelphia, is increasing markets and program buys in its continuing spot tv placement. William Esty, N.Y., is agency.

REYNOLDS ON WAGON • R. J. Reynolds Tobacco Co., Winston-Salem, N. C., will sponsor NBC-TV's *Wagon Train* (Wed. 7:30-8:30 p.m.) during fourth quarter of year, sharing program on alternate weeks with National Biscuit Co. (Ford Div. of Ford Motor Co. sponsors full hour every other week.) Reynolds also newly purchased (again for fourth quarter only) alternate weeks of *Northwest Passage* on NBC-TV (Sun. 7:30-8 p.m.) [AT DEADLINE, Oct. 6]. William Esty Co., N. Y., is Reynolds' agency.

$2 MILLION BILL • Armour & Co., Chicago, is investing $2 million gross on NBC-TV for 52-week sponsorship of segments on *Concentration* (Mon.-Fri., 11:30 a.m.-noon), *It Could Be You* (Mon.-Fri., 12:30-1 p.m.) and *Dough Re Mi* (Mon.-Fri., 10-10:30 a.m.). Agencies: N. W. Ayer & Son and Foote, Cone & Belding, both Chicago.

CASH FOR SCHOOL • General Electric Co.'s Housewares & Radio Receiver Div. has signed for new Sunday afternoon panel quiz show series, *College Quiz Bowl*, on CBS-TV. In Moses, Reid & Cleary Production students will compete for cash prizes to go toward scholarship funds. Series begins Jan. 4 (5-5:30 p.m.). Agency: Maxon Inc., N. Y.

REACHED FOR UNCLE AL • National Biscuit Co., N. Y., has signed as participating sponsor of ABC-TV's *Uncle Al Show*, (Sat. 11 a.m.-noon) effective Nov. 1. Kenyon & Eckhardt, is Nabisco agency.

Eastern 4A Meet to Mull Evolution of a Commercial

How are outstanding radio-tv commercials created? The answers to this question will be provided in a creative workshop on radio-tv to be held next Tuesday (Oct. 28) as part of eastern annual conference of the American Assn. of Advertising Agencies. The two-day meeting will open Monday at the Biltmore Hotel in New York.

The panel at the radio-tv workshop will consist of Thomas F. Naegele, art director for television, J. Walter Thompson Co., New York; Matthew J. Culligan, executive vice president in charge of NBC Radio and Alfred J. Seaman Jr., executive vice president and creative director, Compton Adv., New York. Arthur Bellaire, vice president in charge of radio and television copy, BBDO, New York, is chairman of the workshop and will preside at the session.

On Tuesday morning a media buying workshop will be scheduled and a lively session is anticipated. A hypothetic media problem will be posted to two teams, each consisting of two specialists. They will be asked to plan media strategy for a new soluble food beverage. The first team will consist of Julia B. Brown, vice president and associate media director, Compton Adv., New York, and Gerald T. Arthur, vice president and manager of media, New York. Opposing them will be Ann Wright,

"1000 ft. above average . . ."

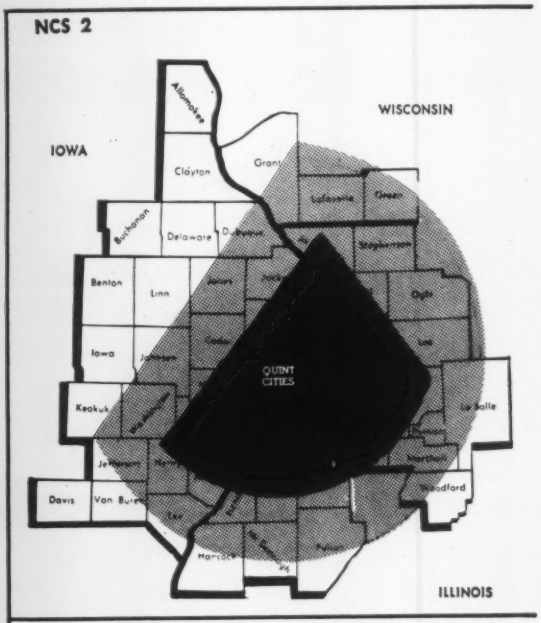
"1400 ft. elevation . . ."

". . . over average terrain"

"Tallest tower in the . . ."

"Our new tower is . . ."

HEIGHT ABOVE AVERAGE TERRAIN DOES NOT ALWAYS MEAN MORE COVERAGE!



Unduplicated NBC-TV COVERAGE
Unduplicated CBS-TV COVERAGE

51% MORE UNDUPLICATED COVERAGE WITH WOC-TV (NBC)

WOC-TV'S 48 COUNTY MARKET — POPULATION*	1,727,100		
Homes*	531,200	TV Farm Homes**	54,912
TV Homes*	398,800	Effective Buying Income*	$2,852,363,000
Farm Homes**	97,101	Retail Sales*	$2,076,120,000

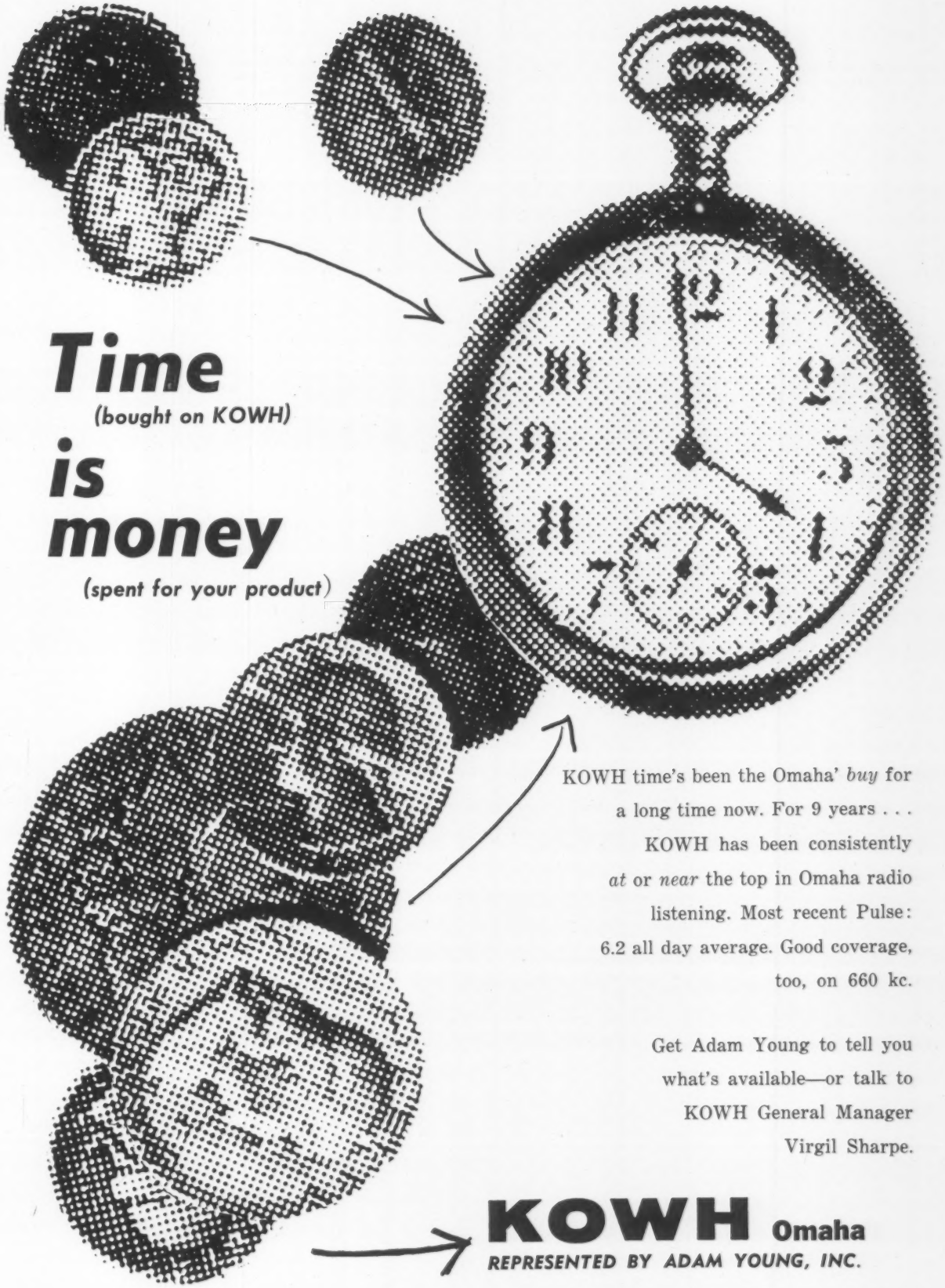
*Sales Management "Survey of Buying Power — 1958"
**U. S. Census of Agriculture — 1954

The Quint-Cities Station — Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.

WOC TV
Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Wodinger, Res. Sales Mgr.
PETERS, GRIFFIN, WOODWARD, INC. EXCLUSIVE NATIONAL REPRESENTATIVE

WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio-Des Moines



Time
(bought on KOWH)
is money
(spent for your product)

KOWH time's been the Omaha' *buy* for a long time now. For 9 years . . . KOWH has been consistently *at* or *near* the top in Omaha radio listening. Most recent Pulse: 6.2 all day average. Good coverage, too, on 660 kc.

Get Adam Young to tell you what's available—or talk to KOWH General Manager Virgil Sharpe.

KOWH Omaha
REPRESENTED BY ADAM YOUNG, INC.

associate media director, J. Walter Thompson Co. New York, and Lewis H. Happ, media director, Geyer Adv., New York. The chairman of the session will be William E. Matthews, vice president, media relations department, Young & Rubicam, New York.

Other sessions and their chairman are: creative print (Henry O. Pattison Jr. director and vice chairman of the board, Benton & Bowles, New York), research (Leo Bogart, vice president, McCann-Erickson, New York); account management (Herbert D. Strauss, executive vice president, Grey Adv., New York), industrial advertising (Fred Adams, president, G. M. Basford Co., New York), marketing (William W. Mulvey, senior vice president, Cunningham & Walsh, New York) and print production (Edward C. Mante, vice president, Kenyon & Eckhardt, New York).

James D. Webb, board chairman of C. J. LaRoche & Co., New York and chairman of the AAAA's eastern region, will preside at the concluding "Look-ahead" meeting at which agency members and invited media leaders will appraise the future of the agency business.

East Central AAAA Meeting Expected to Draw 400 to Toledo

American Assn. of Advertising Agencies East Central Region will deal with radio-tv, newspapers and other communications media in its "most important and biggest" annual meeting Nov. 5 at the Commodore Perry Hotel, Toledo, Ohio.

Robert E. Anderson, vice president, BBDO, Detroit, chairman of the regional group and member of the AAAA board of directors, estimates that "probably over 400" members will attend the meeting. Mr. Anderson will preside at the conclave.

Keynote speaker is Harry H. S. Phillips Jr., publisher, *Sports Illustrated*. Leo Durocher, NBC sports specialist who formerly managed the New York (now San Francisco) Giants baseball club, will address a luncheon group. David Susskind, president, Talent Assoc., New York, will discuss "Exciting New Dimensions In Tv."

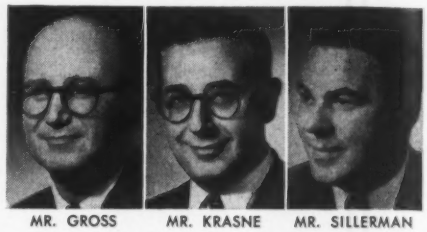
Among other speakers: Frederic R. Gamble, president, AAAA; Richard Turnbull, executive staff, AAAA; Wilfred F. Howard, J. Walter Thompson Co., Detroit; Myron J. Craver, Carr Liggitt Advertising Inc., Cleveland, Ohio; Norman Van Zant, Kircher, Helton & Collett Inc., Dayton, Ohio; C. M. Robertson, Ralph H. Jones Co., Cincinnati; C. Allison Monroe, Brooke, Smith, French & Dorrance Inc., Detroit, and E. T. Morris, president, Meldrum & Fewsmith Inc., Cleveland.

Further addresses will be given by: W. Stanley Redpath, Ketchum, MacLeod & Grove Inc., Pittsburgh; Charles F. Rosen, executive vice president, W. B. Doner & Co., Detroit; Robert F. Hills, editorial promotion manager, *Saturday Evening Post;* Howard Scott, Outdoor Advertising Inc., and Colin Campbell, executive vice president, Campbell-Ewald Co., Detroit. The closing talk will be made by J. Davis Danforth, chairman of the board, AAAA, and executive vice president, BBDO.

GROSS, KRASNE, SILLERMAN UNITE

Speculation as to the future of Michael M. Sillerman, co-founder and executive vice president of Television Programs of America, until his unexpected resignation from TPA two weeks ago, ended Tuesday (Oct. 14) with the announcement that Mr. Sillerman had joined Jack J. Gross and Philip Krasne in the formation of a new film production-distribution company. Mr. Sillerman is president, Mr. Krasne board chairman and Mr. Gross vice president.

The new firm—Gross-Krasne-Sillerman Inc.—is the outgrowth of Gross-Krasne Inc., Los Angeles. Mr. Krasne in 1947 was one of the pioneers in tv film syndication with his *Cisco Kid;* two years later, in association with Mr. Gross, the company produced *Big Town* for Lever Bros. and CBS-TV; since then the two have turned out such successful syndicated properties as *Mayor of the Town* and *O. Henry Playhouse.*



MR. GROSS MR. KRASNE MR. SILLERMAN

Under the new banner, G-K-S will turn out a tv version of the *Saturday Evening Post* series, *Glencannon,* starring Thomas Mitchell. It already has been sold regionally in 45 west coast markets to Olympia Brewing Co. Six other series are planned.

The new company embodies not only the G-K production organization in Los Angeles, but also a British affiliate, Gross-Krasne Ltd., a six-office sales and foreign production set-up in Africa and Australia.

Roach Buys Rest of RABCO In Purchase From ABC Film

Hal Roach Studios, Culver City, Calif., which has held a 50% interest in RABCO Productions Inc., has become sole owner through purchase of the 50% interest held by ABC Film Inc., it was announced last week by Hal Roach Jr., president. The purchase price is estimated to be $500,000.

Among the properties acquired by Roach in this transaction are 98 half-hour films of the *Racket Squad* series and 39 half hours each of the *Code 3* and *Passport to Danger* series, plus a feature film, "Forest Ranger," starring Dick Foran. RABCO was formed four years ago by Roach Studios and ABC Film.

Mr. Roach also announced that Roach Studios has started production on a new half-hour tv film series, *The Veil,* starring Boris Karloff. The series revolves around supernatural themes.

Independent Television Corp. Staffs District Manager Posts

The promotion of five account executives to the newly-created position of district manager and the addition of seven new account executives in the syndicated division were announced last week by Walter Kingsley, president of Independent Television Corp. (ITC), New York. ITC is the new company, which bought Television Programs of America, New York, last month.

The new district managers are Ralph Baron, Hugh Simpson and Alton Whitehouse, who have been assigned to the eastern division under Walt Plant, and Lee Cannon and Casper Chouinard, who have joined the central division under Art Spirt.

ITC account executives and their assignments are Paul S. Kempner, formerly with Ziv Television Programs, eastern division; Dick Rudolph, previously sales manager, WITH Baltimore, the Baltimore area; Coleman Scott, formerly with Ziv Television, central division; Larry Stewart, recently with Ziv Tv, Florida area; Walter Stovall, formerly a producer-distributor of tv commercials, eastern division in Baltimore; Edward O'Brien, previously head of his own film production-distribution company, eastern division covering Virginia and North Carolina, and Scott McKeown, the central division covering Milwaukee.

SG Promotes Marquis to Ad Job; Plotnick Steps Up in Publicity Dept.

A series of new executive assignments at Screen Gems Inc., New York, was announced last week, highlighted by the appointment of Pierre Marquis as director of advertising and sales planning.

Mr. Marquis, who has been director of sales planning at SG, assumes the additional duties being relinquished by Henry White, director of advertising and promotion, who continues as director of program procurement in the company's national sales operation.

In another move, Eugene Plotnick, publicity manager, has been promoted to publicity director and will report directly to management.

Columbia $1.15 Million in Red

An operating loss of $1.15 million for the fiscal year ended June 28 was reported last week by Columbia Pictures Corp. According to President Abe Schneider, the operating loss was exclusive of $3.8 million in write-off for unused script properties and studio overhead incurred during "the old regime," and which would be absorbed in the future. (Mr. Schneider was referring to the late Harry Cohn whom he succeeded as studio head several months ago.) Columbia's net income this past fiscal year was $552,879. Mr. Schneider explained that the net operating loss "is equal to the company's net loss because we have not made any provision for taxes." He added that the studio has used up its tax carry forward. Columbia's earnings also reflect revenue of Screen Gems Inc., wholly-owned tv subsidiary.

OVERSIGHT BACK ABOUT NOV. 12

Hearings by the House Legislative Oversight Subcommittee will resume about Nov. 12 and possibly will cover the Pittsburgh ch. 4 case which has been under consideration by a federal grand jury. Definitely on the subcommittee's planned list of investigations are operations of the Civil Aeronautics Board and Interstate Commerce Committee.

Robert W. Lishman, chief counsel of the subcommittee headed by Rep. Oren Harris (D-Ark.), said Chairman Harris will return to Washington Nov. 11—one week after the congressional elections—and hold an executive session the same afternoon to line up enough subcommittee members of both parties (at least "five or six" congressmen) to resume hearings.

The subcommittee interrupted hearings last month until after the elections, according to Rep. Harris, partly because of the political aspects of material that might be uncovered, which, he said, might be misconstrued.

Rep. Harris earlier had said the subcommittee would give the grand jury a "reasonable time" to act before resuming its own inquiry into the Pittsburgh grant [GOVERNMENT, Sept. 29]. The subcommittee chairman later said his group did not call several witnesses because they were under subpoena to the grand jury at the time.

No announcement has been made on the progress of the grand jury's investigation, but Mr. Lishman last week pointed out that a story in the *New York Times* on Oct. 5 indicated that the grand jury had concluded its presentation.

The subcommittee on Sept. 23-24 heard testimony by Oliver Eastland, staff investigator, that former FCC Chairman George C. McConnaughey solicited "bribes" from two applicants for ch. 4 in Pittsburgh. Pittsburgh Mayor David Lawrence and Sen. George Smathers (D-Fla.) were mentioned in testimony as having been involved in behind-the-scenes activities during proceedings on the ch. 4 case.

Applicants for ch. 4 included Tv City Inc., WCAE Inc. (owned by Hearst newspapers), Matta Enterprises, Wespen Tv Inc. and Irwin Community Tv Co. The FCC grant on July 25, 1957, went to merged applicants Tv City and WCAE, with the other three contestants receiving $50,000 each for "out-of-pocket" expenses.

Alexander, Duplantis Named To U. S. Mobilization Posts

Fred C. Alexander, chief telecommunications staff member of the former Office of Defense Mobilization, has been named deputy assistant director of the new Office of Civil & Defense Mobilization, of which Leo A. Hoegh is director. Among other deputy assistant directors named by Mr. Hoegh is Brig. Gen. Wendell H. Duplantis, USMC retired, in charge of communications and warning at the Battle Creek, Mich., headquarters.

Mr. Alexander's unit is responsible for telecommunications matters and advises the President on communications topics. Gen. Duplantis' activity in the warning networks and civil defense communications includes the program of federal matching funds for local government purchases of equipment.

Top members of Mr. Alexander's staff are William E. Plummer, assistant for engineering; Raymond M. Obermiller, executive secretary of the Telecommunications Advisory Board and Telecommunications Planning Committee; Paul D. Miles, executive secretary of Interdepartmental Radio Advisory Committee, and John MacDonald, assistant for plans and reports.

Magazine's Senatorial Survey Finds Tv Top Campaign Medium

Television emerged as the most effective election campaign promotional medium in *Sales Management* magazine's polling of U. S. Senators. Of the 38 who participated, 53% voted for tv, 38% for newspapers, 3% each for radio, outdoor advertising and direct mail. Buttons and badges received no votes.

The survey also indicated that radio was used in 94% of the Senatorial election campaigns; newspapers in 92%; tv in 89%; literature sent by mail, 83%; posters in store windows, 72%; billboards, 75%; campaign buttons, 64%; and mobile public address systems in 58%.

Meeting voters face-to-face was found necessary by 98% of Senators replying.

Ch. 10 Rehearing Record Closed As Smathers Statement Is Added

Judge Horace Stern, special FCC hearing examiner, closed the record on the Miami ch. 10 case last Tuesday (Oct. 14), when all counsel agreed to stipulate for the record the April 5 statement of Sen. George A. Smathers (D-Fla.) to the House Legislative Oversight Committee.

Briefs by the parties are due Nov. 3, and oral argument before Judge Stern is scheduled Nov. 17.

The hearings, which began in September, are for the purpose of determining whether former Comr. Richard A. Mack should have voted in the 1957 ch. 10 grant to National Airlines' subsidiary Public Service Television Inc. Other issues involve allegations of improper representations to Mr. Mack and other commissioners, by any of the parties and also whether the grant to what is now WPST-TV Miami should be voided. The charges of *ex parte* representations were made before the House Legislative Oversight Committee earlier this year. Mr. Mack and his friend Thurman A. Whiteside were indicted by a Washington grand jury last month [LEAD STORY, Sept. 29].

In addition to National Airlines, other parties are WKAT Inc. (A. Frank Katzentine), North Dade Video Inc., L. B. Wilson Inc.—all applicants in the original comparative hearing—the FCC general counsel's office and broadcast bureau and the Dept. of Justice (as *amicus curiae*).

Sen. Smather's statement related how he was named co-executor of the estate of the late L. B. Wilson. He declared he had never contacted any commissioner in behalf of any of the applicants. He said he had seen Mr. Mack twice when the ch. 10 case was mentioned, but that neither time had he recommended any action to the then commissioner.

Sen. Smathers also acknowledged that he had recommended that Mr. Katzentine see two friends of Mr. Mack's, but denied he had ever recommended that Mr. Katzentine see Mr. Whiteside.

A major part of the statement recounted Sen. Smather's difficulties with George T. Baker, president of National Airlines, on aviation matters.

Examiner Favors WLIB for Fm But Notes Program Shortcomings

Harry Novik (WLIB New York) was favored over two other applicants for a grant of fm frequency 107.5 mc by Hearing Examiner H. Gifford Irion in an initial decision last week despite the FCC official's findings that WLIB had reflected the point of view of the National Assn. for Advancement of Colored People in its programming on the racial question and that some of its advertising in the past had been questionable.

Mr. Irion said that although the station failed to present other views on the racial question adequately, WLIB has made "some effort" to present both sides of this controversial question. He noted that WLIB has discontinued carrying advertising for fortune tellers and said the station's failure to describe the uses of some articles advertised (skin whiteners and hair straigtheners) cannot be concluded to be offensive but reveals Mr. Novik's "sensitivity of the feelings of his Negro audience."

The examiner said competing applicant Herbert Muschel's proposal to broadcast almost solid news programming reflects "ingenuity and a sense of adventure" but the limited schedule proposed—10 a.m.-4 p.m. Monday through Saturday and no service on Sundays—weakens his application and would be a waste of valuable spectrum space. A proposal by the third applicant, Richard W. Brahm, aimed primarily toward an audience of small business-men, was discounted by the examiner as too limited in public service.

St. Louis Amusement Asks Revocation of KCPP (TV)

Revocation proceedings were asked for KCPP (TV) St. Louis (ch. 11) last week by St. Louis Amusement Co., a former competing applicant for ch. 11, on charges that testimony to the House Legislative Oversight Subcommittee indicates that radio-tv personality Tex McCrary illegally conferred in behalf of CBS Inc. with three FCC members after oral argument and before the original FCC grant of ch. 11 to CBS in 1957 [GOVERNMENT, June 9, 1958].

CBS later bought ch. 4 facilities in St. Louis (now KMOX-TV) and transferred the ch. 11 permit to 220 Television Inc., the present permittee. St. Louis Amusement had withdrawn before the FCC grant of

OVER & OUT?

The government may be ahead in one department, but it ought to catch up in the other, believes Press Wireless, New York, which last week asked the FCC to confirm that present licenses issued by the FCC and tariffs filed with that body apply to radio communications with outer space. PW, which operates in the international radiotelegraph field, said it is ready to provide radio service to manned satellites, space platforms or space safaris.

ch. 11 to CBS. Other applicants were St. Louis Telecast and Broadcast House, stockholders of which hold debentures of $200,000 each in KCPP under an agreement with 220 Television. St. Louis Amusement has appealed to the U. S. Supreme Court asking a review of the denial by the U. S. Appeals Court for the District of Columbia of its appeal of the ch. 11 transfer.

Crosley Asks to Keep Operation Of WLWI (TV) As Case Is Fought

Crosley Broadcasting Corp. asked the FCC last week for special temporary authorization to continue operating WLWI (TV) Indianapolis (ch. 13) pending final disposition of the case in the courts. The U. S. Court of Appeals for the District of Columbia last month denied Crosley's petition for rehearing of the court's June 16 decision setting aside the FCC's grant to Crosley [GOVERNMENT, Sept. 29] on grounds Comr. T. A. M. Craven shouldn't have taken part in the FCC decision. (Also see separate story, this page.)

The Crosley petition also opposed a petition by WIBC Indianapolis, a competing applicant for ch. 11, that WIBC and Crosley operate the station jointly pending the outcome of the court case. Crosley said last week that joint operation would "create chaos" and that such a "merger of hostile parties" would be "inimical to the public interest."

Crosley is expected to appeal to the U. S. Supreme Court next in the case.

AT&T Private Line Rate Bid Reduced to $9½ Million Figure

American Telephone & Telegraph Co. last week modified its proposed rate increases for private line teletypewriter service, asking for an increase of $9.5 million a year instead of the $11 million proposed in August. AT&T said the reduction is proposed only to obtain "immediate and minimum relief" from losses it has sustained in furnishing the service, and that it expects later to justify its original increase.

FCC had suspended the effect of the AT&T proposals, along with increases proposed by Western Union for the same service, until next Jan. 1 and scheduled a hearing on the matter following protests from news services, newspaper interests, NAB and others. The hearing is scheduled to begin Nov. 12.

Mesa Microwave Sues To Force FCC Action

A privately-owned common carrier company which is predominantly linked to community tv systems has thrown the gauntlet down to the FCC.

Mesa Microwave Inc., owned by Video Independent Theatres Inc. interests, last week asked the U. S. Appeals Court in Washington to order the FCC to act on three applications for microwave links to feed tv signals to CATV systems. It told the court that since May the FCC has not acted on a single application for common carrier relay facilities.

The FCC granted one of Mesa Microwave's four applications—that for feeding Amarillo, Tex., vhf stations to Memphis-Wellington-Childress, Tex., community antenna operations two weeks ago.

Video Independent Theatres, through its subsidiary VuMore Inc., operates more than a dozen CATV systems in the southwest. The relay company subsidiary already operates in Oklahoma, feeding Oklahoma City tv service to its owned CATV systems in Altus and Magnum, Okla.

Mesa Microwave said that there were about 25 relay link systems in operation, but that since May the FCC has not processed any more and has placed these applications in a "deep frost." The ostensible reason, the petition stated, was that the Commission is studying the question of CATV operations, boosters, satellites, etc. This inquiry was issued by the Commission in May [GOVERNMENT, May 26].

Mesa Microwave asked the court to order the FCC either to grant its applications or designate them for hearing.

Mesa Microwave filed applications in March, May, June and September for relay links to serve CATV systems in Laredo, Tex.; Tallahassee, Fla.; Memphis-Wellington-Childress, Tex., and Fort Myers-Naples, Fla.

The Laredo application was protested by KHAD-TV there. KHAD-TV asked the FCC to withhold action until the outcome of its inquiry into general policy on community antenna systems.

The Commission's grant of the Mesa Microwave application for Memphis-Wellington-Childress was authorized by the staff on Oct. 6, and announced last week. Although no reason was given for this move, it was explained by FCC officials that the authorization was made because there is no tv service in that area and therefore no harm will result to an existing station. The CATV systems in that area are owned by VuMore Inc.

Mesa Microwave also called the court's attention to the declaration by the FCC of its policy on common carriers serving community tv systems which it enunciated in its report to the Senate Commerce Committee in August [GOVERNMENT, Aug. 18]. In that reply, the Commission maintained that it should not consider the economic impact on tv stations of common carrier relay links bringing tv signals into a community for the local CATV system.

The petition to the court also pointed out that the Commission has continued to grant translator applications—even though the policy on translators is part of the inquiry under study.

There are 48 relay applications in the Commission's "deep frost" at the present time.

REAL REMOTE

Television will be used in conjunction with astronomical research balloon flights 80,000 feet above the surface of the earth as part of a National Science Foundation-Office of Naval Research project, according to an announcement yesterday (Oct. 19) in Washington, D. C. Two telescopes, one 36-inch and the other 12-inch, will be equipped with a television link with control from the ground to enable remote-control pointing of the telescopes at celestial objects.

WIBC Wants Craven Disqualified In Indianapolis Ch. 13 Hearing

WIBC Indianapolis last week filed a move calling for disqualification of Comr. T. A. M. Craven when the FCC rehears the Indianapolis ch. 13 case. The FCC's grant of ch. 13 to Crosley Broadcasting Co. was set aside by the U. S. Court of Appeals for the District of Columbia in a decision June 16; the court later denied a Crosley petition that the case be reheard by the full nine-member court [GOVERNMENT, Sept. 29. Also see separate story, this page].

WIBC asked that Comr. Craven be disqualified from voting because the engineering firm of which he formerly was a member was employed by one of the competing ch. 13 applicants, WIRE Indianapolis.

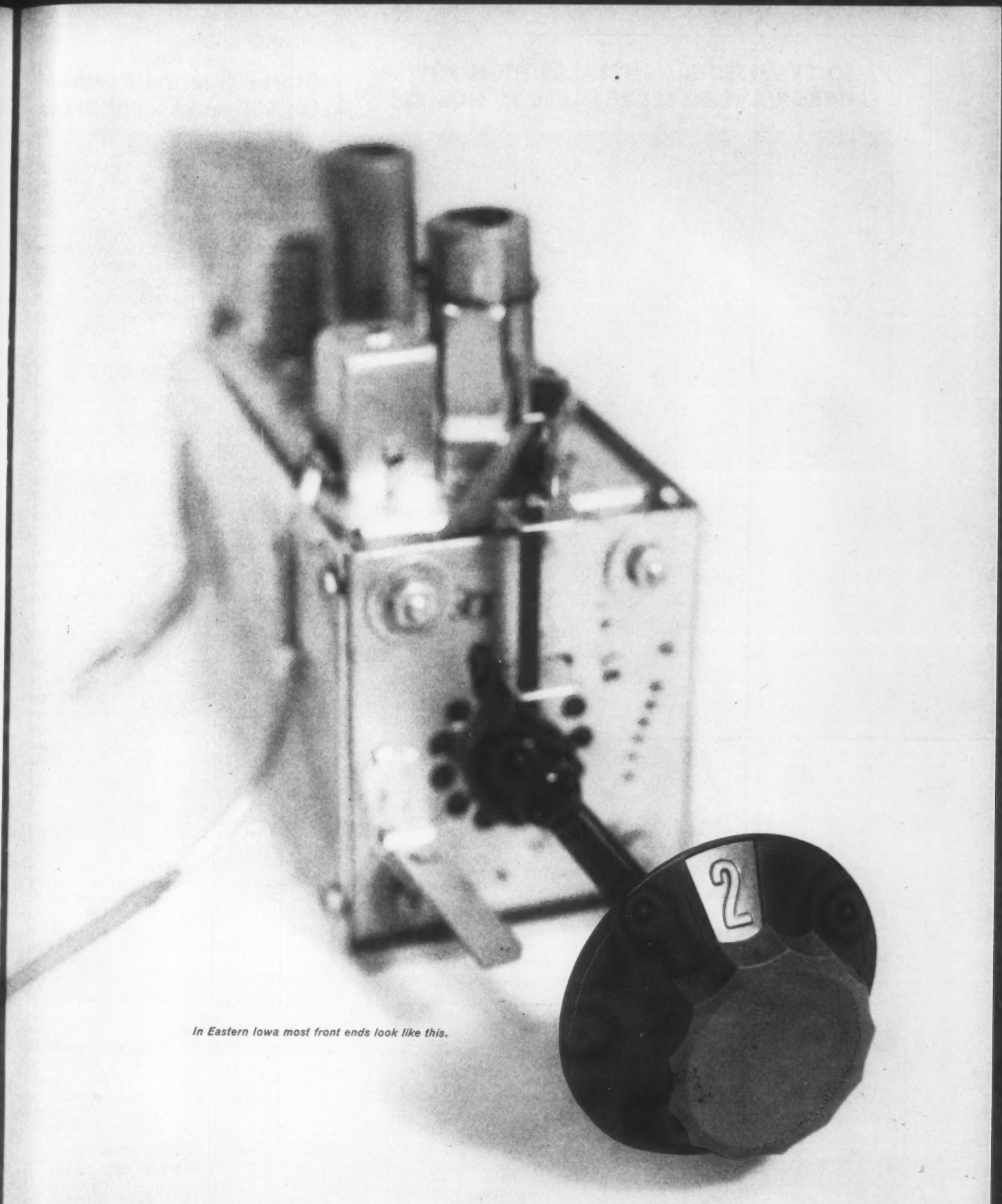
Comr. Craven voted in the decision awarding ch. 13 to Crosley to break an impasse, at the FCC membership's request. The court ruled he shouldn't have voted because he didn't hear oral argument in the case.

WIBC said it has no doubt of Comr. Craven's character and integrity but feels he should be disqualified because his former firm represented WIRE.

Ch. 14 Granted to Springfield

FCC last week approved the grant of ch. 14 WWOR-TV Worcester, Mass., which has been off the air since 1955, to Springfield Television Broadcasting Corp. in a stock transaction which will give the station's former licensee, Salisbury Broadcasting Corp., 20% interest in Springfield Television [CHANGING HANDS, Aug. 4].

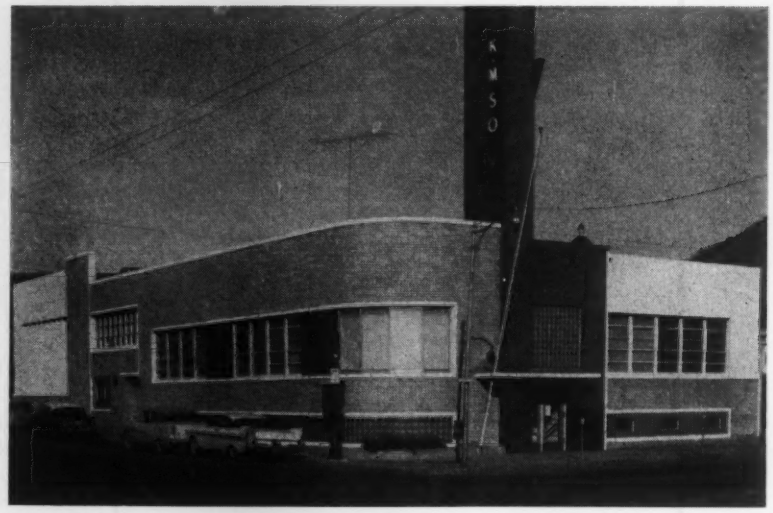
Springfield Television owns ch. 22 WWLP (TV) Springfield, Mass., semi-satellite of ch. 32 WRLP (TV) Greenfield, Mass., and translators in Claremont and Lebanon, N. H. The grant of this transfer, the Commission said, is conditioned on the fact that the assignment of WWOR-TV be consummated within 20 days and that the assignee resume broadcasts in 90 days.



In Eastern Iowa most front ends look like this.

WMT-TV CBS Television for Eastern Iowa • Channel 2 • *Mail Address:* Cedar Rapids • *National Reps:* The Katz Agency

KMSO-TV MISSOULA INSTALLS HIGH POWER MICROWAVE TO SERVE 50,000 TV HOMES



The final step in making KMSO channel 13, Missoula, Montana, one of the country's most up-to-date television stations was completed this week when the station installed a new micro-wave unit capable of picking up all three networks direct. The new Motorola unit was installed on top of Big Mountain near Kalispell from which point the signal is transmitted, without interruption, to KMSO's transmitter-receiver atop TV mountain outside Missoula. Telecast quality has been excellent, according to Art Mosby, president of the station. Up to now only CBS programs have been carried live. "Since KMSO, with video power of 191,000 watts is the only station serving all of Western Montana, it was evident that we would have to expand our facilities if we were to serve this market 100%" said Mosby.

KMSO began regular telecasting three years ago and originally had the studios in the transmitter building 7,000 feet above sea level. Two years later the studio and offices were moved to the beautiful new TV building pictured here. The station occupies the entire building. In addition to the offices, control rooms, film laboratories, audition lounge and lobby there are three large studios fully equipped with props, lighting facilities and live cameras.

The program department of WMSO works very closely with the newly developed TV department in connection with Montana State University. A year ago the station was one of the first in the nation to present a full symphony orchestra, live, over both radio and television with stereophonic sound. KGVO radio used two mikes at specified locations and KMSO used three. The effect proved quite exciting. "Serving a single station market is sometimes more difficult than competing for listener preference" says Art Mosby. "It's like operating in a goldfish bowl." Everyone is constantly comparing our local efforts with network origination. It keeps us humping to keep programming at a high level all the time. "On the other hand, with over 50,000 TV homes in the market, KMSO becomes a very good advertising buy considering the captive audience."

Just ask our national Representatives, Gill-Perna, Inc. or Hugh Feltis Associates (Seattle).

CBS • ABC • NBC

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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address
city *zone* *state*
Please send to home address — —

* Occupation Required

Storer Queried Further On Milwaukee Vhf Plans

There were indications last week that the philosophy of Comr. Robert T. Bartley—always a maverick in Commission approvals of radio-tv station sales involving multiple owners—is getting through to some of his associates at the FCC.

By a vote of 3-2 (and in the absence of Comr. Bartley), the Commission last week decided to send a letter to Storer Broadcasting Co. asking more information about the "concentration of control factors" in Storer's proposed purchase of WITI-TV Milwaukee (ch. 6) for $4,462,500 [AT DEADLINE, Aug. 11].

The FCC letter was one of inquiry and thus was not as severe in implication as a McFarland Letter, the latter always indicating that a hearing is necessary unless the recipient can explain to the FCC's satisfaction the questions posed by the letter.

The FCC letter said that "no showing" (in the application for sale) has been made on the location of area served, number of people served and the extent of other competitive services in the area.

Without such a showing, the FCC said, it will be unable to make a public interest finding as required by the Communications Act. Accordingly, the letter continued, "you are being given the opportunity to amend your application by submitting further information."

This information, the letter continued, should include (1) a statement of whether Storer, in setting WITI-TV rates, proposes to operate in combination with its other broadcast stations; and (2) since Storer operated WVUE (TV) Wilmington (Philadelphia) as an independent and found it necessary to discontinue WVUE for financial reasons, the showing should set forth the basis for Storer's belief WITI-TV can be operated as an independent (non-affiliated) station on a sound financial basis in the public interest.

Voting to hold up approval of the sale and to send the letter were Comrs. Rosel H. Hyde (acting chairman), T. A. M. Craven and Frederick W. Ford. Voting to approve the sale and dissenting to the letter were Comrs. Robert E. Lee and John S. Cross. Chairman John C. Doerfer is in Europe and Comr. Bartley was in Chicago last week.

Storer has closed down WVUE, but has not surrendered the permit for the ch. 12 outlet. The WITI-TV sale is conditioned on Storer disposing of WVUE to remain within the FCC's 5-vhf numerical limit for multiple ownership.

WITI-TV does not have a network affiliation. Network-affiliated stations in Milwaukee are WISN-TV (ABC), WTMJ-TV (NBC), and WXIX (TV), owned by CBS. WXIX is the only uhf station on the air in Milwaukee (ch. 18) and will be one of only two network-owned uhf's remaining on the air when CBS closes down its WHCT (TV) Hartford, Conn., on Nov. 16 and affiliates with WTIC-TV Hartford. At the time the shutdown of WHCT was announced [STATIONS, Oct. 13], CBS President Frank Stan-

To sell Indiana, you need both the 2nd and 3rd ranking markets.

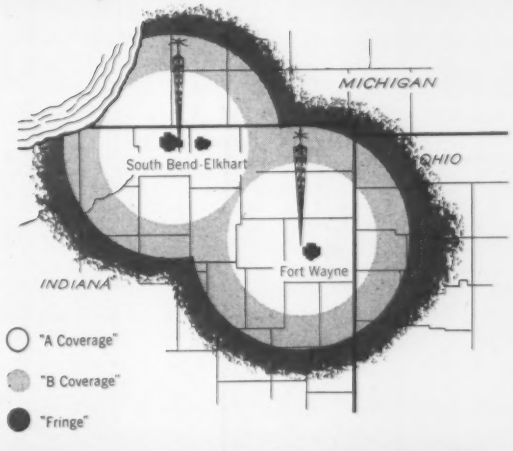
NOW ONE BUY delivers both—

AT A 10% SAVINGS!

YOU NEED TWO GUNS in Indiana!

Here, where hunting's the hobby, sharpshooting advertisers bag *two* traditional test markets—Fort Wayne and South Bend-Elkhart—with *one* combination buy which saves 10%. They thus draw a bead on 340,000 TV homes—a bigger target than T.A.'s 43rd market!* Over 1,688,000 total population—more people than Arizona, Colorado or Nebraska! Effective Buying Income, nearly $3 Billion—and it's yours with just *one* buy!

**Sources: Television Age, May 19, 1958; Sales Management Survey of Buying Power, May, 1958.*



call your **H-R** man now!

wsjv 28 ABC — SOUTH BEND ELKHART

wkjg 33 NBC — FORT WAYNE

ton announced it was the network's "current intention" to continue operating WXIX (TV). WNBC (TV) (ch. 30) New Britain, Conn., owned by NBC, remains on the air. NBC's WBUF (TV) Buffalo, N. Y. (ch. 17), went off the air Sept. 30.

Of the four Storer tv stations on the air all are vhfs and three are affiliated with CBS. Storer's WSPD-TV Toledo switches from CBS to ABC next Sunday (Oct. 26) [AT DEADLINE, Aug. 18].

Present owners of WITI-TV (Independent Tv Inc.) include Sol and Jack Kahn, Arthur and Lawrence Fleischman, Robert K. Strauss, Max Osnos and others.

Appeals Court Upholds Jesuit Station Right

The U. S. Court of Appeals in Washington last week upheld the right of Loyola U., New Orleans, to own and operate a tv station.

In a unanimous, three-judge opinion, the court denied the contention that the Jesuit institution was ineligible to hold a broadcast license. This challenge was made by James A. Noe & Co. (WNOE New Orleans) on the ground that Loyola U. is an "alien" corporation in the meaning of the law since it is run by the Society of Jesus, a Roman Catholic religious order. This contention was also advanced by Protestants and Other Americans United for Separation of Church and State, which filed as a "friend of the court."

Circuit Judge George Thomas Washington, writing for himself and Judges David L. Bazelon and Charles Fahy, stated that the limitation on alien control of communications was primarily based on the idea of preventing alien activities against the government during time of war.

"The relationship of Loyola to the Society of Jesus hardly seems to endanger our national security," Judge Washington wrote. "Certainly the mere fact that the rector [of the University] is appointed by an ecclesiastical superior who is an alien is not enough to bring Loyola within the interdiction of the cited statute." The rector of the university, he added, is appointed by the superior general of the order, who at present is a Belgian citizen residing in Rome, on the recommendation of the provincial superior, an American citizen who is head of the New Orleans Province of the Society. Judge Washington also pointed out that all University directors are American citizens and that Loyola is legally and financially autonomous.

Judge Washington said it was recognized that the hierarchical chain of authority (which in some "rare instances" might include the Pope) has never been used in the past to impinge upon the independence of the university in the operation of its radio station. Loyola has owned and operated WWL New Orleans since 1922.

The circuit court decision also stated it saw no impropriety in the FCC's distinguishing non-business organizations from ordinary stock companies.

The court also turned down an objection to the Loyola grant on the ground that the station would not give time for the broadcast of Protestant and other religious views. This, the court said, cannot be sustained since the FCC has satisfied itself that Loyola will fulfill the broadcast needs of the community. It declared that if Loyola in the future were to fall short of its pledge to program properly the Commission may always review the matter.

Judge Washington's ruling also held against the charge that Loyola is an "instrumentality" of a foreign sovereign (the Vatican).

The appeal was originally brought by Mr. Noe, former Louisiana governor, and the *New Orleans Times-Picayune*. The *Times-Picayune*, however, withdrew its appeal in line with an arrangement with the Dept. of Justice when it acquired ownership of the *New Orleans Item*. It also has sold its radio station (WTPS) under the same agreement with the Justice Dept. [CHANGING HANDS, Oct. 13]. The Commission awarded ch. 4 to WWL in July 1956, reversing a hearing examiner's recommendation in favor of the *Times-Picayune*.

In Wake of CBS Hartford Switch Springfield U Wants V Instead

A New England uhf station last week asked the FCC to allocate a vhf channel—any vhf channel—to its area.

William Dwight, president of ch. 40 WHYN-TV Springfield-Holyoke, Mass., told the FCC that a uhf station cannot exist in the western Massachusetts area in competition with a vhf outlet in Hartford.

The Springfield-Holyoke station's move came a week after CBS announced it was closing its ch. 18 WHCT (TV) Hartford and affiliating with the ch. 3 WTIC-TV station there [STATIONS, Oct. 13]. WHYN-TV is also a CBS-TV affiliate.

Springfield is about 25 miles from Hartford.

Mr. Dwight's letter, dated Oct. 14, was to Mary Jane Morris, secretary of the FCC. It opened with the statement that the letter should be considered an application by the Hampden-Hampshire Corp. (licensee of WHYN-TV) "for permission to own and operate a vhf television channel (the channel number to be designated by the FCC) in the Springfield-Holyoke, Massachusetts area."

After recounting the salient market features of the area—and the fact that the company has operated the ch. 40 facility since 1951, Mr. Dwight continued:

"Circumstances indicate that others may seek and will probably be successful in obtaining permission to operate at least one other vhf channel in the Hartford, Conn., area."

Although Mr. Dwight did not specify what applicants he had in mind, it is presumed he referred in part to the move of ch. 8 WNHC-TV New Haven, Conn., northward toward Hartford. The WNHC-TV move was recommended by a hearing examiner last July and is still awaiting final FCC approval.

Mr. Dwight said that successful operation of a uhf station in the Springfield-Holyoke area "cannot long continue" if vhf operation is permitted in Hartford area.

He added: "A Hartford, Conn., vhf station does not, cannot and undoubtedly will not adequately service the people in the Springfield-Holyoke, Mass., area. There is no community of interest between the people of Hartford, Conn., and those in the Springfield-Holyoke, Mass., area."

Springfield has two uhf stations; in addition to WHYN-TV there is ch. 22 WWLP (TV), affiliated with NBC. The FCC only last week approved a stock transfer which brought ch. 14 WWOR-TV Worcester, Mass., into the ownership of WWLP (see page 68). WWLP also owns ch. 32 WRLP (TV) Greenfield, Mass., a semi-satellite, and translator stations in Claremont and Lebanon, N. H.

WHYN-TV is principally owned by the Dwight and DeRose families (*Holyoke Transcript* and *Telegram* and *Northampton Hampshire Gazette*). It is half owned by the employes beneficial fund of the *Springfield Union* and *News*.

RELAY TEST OPPORTUNITY

Sometime in 1959 when a Navy Vanguard is sent aloft—as part of the International Geophysical Year experiments—it will carry a small flat package of plastic. This will be ejected into orbit along with the IGY satellite. When flung into space this package, weighing a mere four ounces, will be inflated into a 30-inch sphere. The outside of the sphere will be coated with five-millionth of an inch of aluminum to make it more easily tracked by radar and more visible at evening and morning hours.

Although the purpose of this sphere is to permit measurement of the amount of "drag" in space, the aluminum coating will be too good an opportunity to miss for electronic communications scientists. Already preliminary discussions have been held with officials of the National Aeronautics & Space Administration to use the NASA sub-satellite as a passive reflector for radio relaying.

Powell Opinion Backs Decision By Court on Radio-Tv Access

The public will have greater respect for the principles of democracy if court proceedings are broadcast, Judge John C. Powell of the Oklahoma Criminal Court of Appeals said last week in an opinion concurring with the court's Sept. 3 decision. This ruling held that Canon 35 of the American Bar Assn. is obsolete and that radio and television are entitled to the same courtroom rights as the press [LEAD STORY, Sept. 8].

Court broadcasts "constitute an educational opportunity for the citizen and enable him more truly to gain an insight into the working of the courts, not so realistically revealed by the written word," Judge Powell said. He argued that except in some civil cases the parties should not be allowed

to waive public hearings "because the community at large is vitally interested in the right to observe the administration of justice. . . ." He said he did not believe one accused "may waive the right of the public to insist upon a public trial."

AFTRA Chicago Appeal Ill-Founded, NBC Says

NBC told the FCC last week that the Chicago chapter of American Federation of Tv & Radio Artists has no legal right to appeal to that body just because the AFTRA unit thinks it has an "appealing" case.

The network said the union local misinterpreted a section of the Communications Act providing for appeals to appeals courts and filed with the FCC instead [GOVERNMENT, Oct. 6]. NBC said the AFTRA local "essentially" wants a hearing on licenses of NBC's owned stations in Chicago, WMAQ and WNBQ (TV), to stop changes in station program schedules and thus try to entangle the FCC in the "details of station management."

Although the union cites the public interest, its basic purpose is to require NBC's continued employment of AFTRA members the union believes may be discharged, the network continued. The FCC, NBC added, is not the proper forum to settle a private labor controversy. The union does not claim NBC violated labor agreements, NBC said, but wants to harass stations and network, examine their financial records and get publicity.

NBC was skeptical of the union's claim it can present detailed information at the hearing, saying NBC plans are not secret but have been widely publicized and that, therefore, all the facts are known.

The network listed the proposed program changes for WMAQ and WNBQ and said there will be "almost no" program changes at the radio station and that only about 6% of the tv station's programming will be affected by changes in the fall schedule.

Mayor Richard J. Daley of Chicago and Rep. Sidney R. Yates (D-Ill.) of Chicago both have protested NBC's program changes.

"It was never the intent of Congress or the American people to permit a small handful of 'absentee landlords' to control the entire industry," Mayor Daley told the Broadcast Advertising Club of that city Oct. 7.

He called for a halt to the "march of the media from abandoning the mainstreams of American life and thought" in Chicago. In a telegram sent to FCC Chairman John C. Doerfer, Mayor Daley said the loss of live tv programs was a "severe set-back to our city."

Rep. Yates criticized NBC in a telegram to the FCC saying that "NBC seems determined to make Chicago a television ghost town." He asked for a hearing on renewal of NBC's license for WNBQ.

Chicago station managers condemned the AFTRA complaint to the Commission.

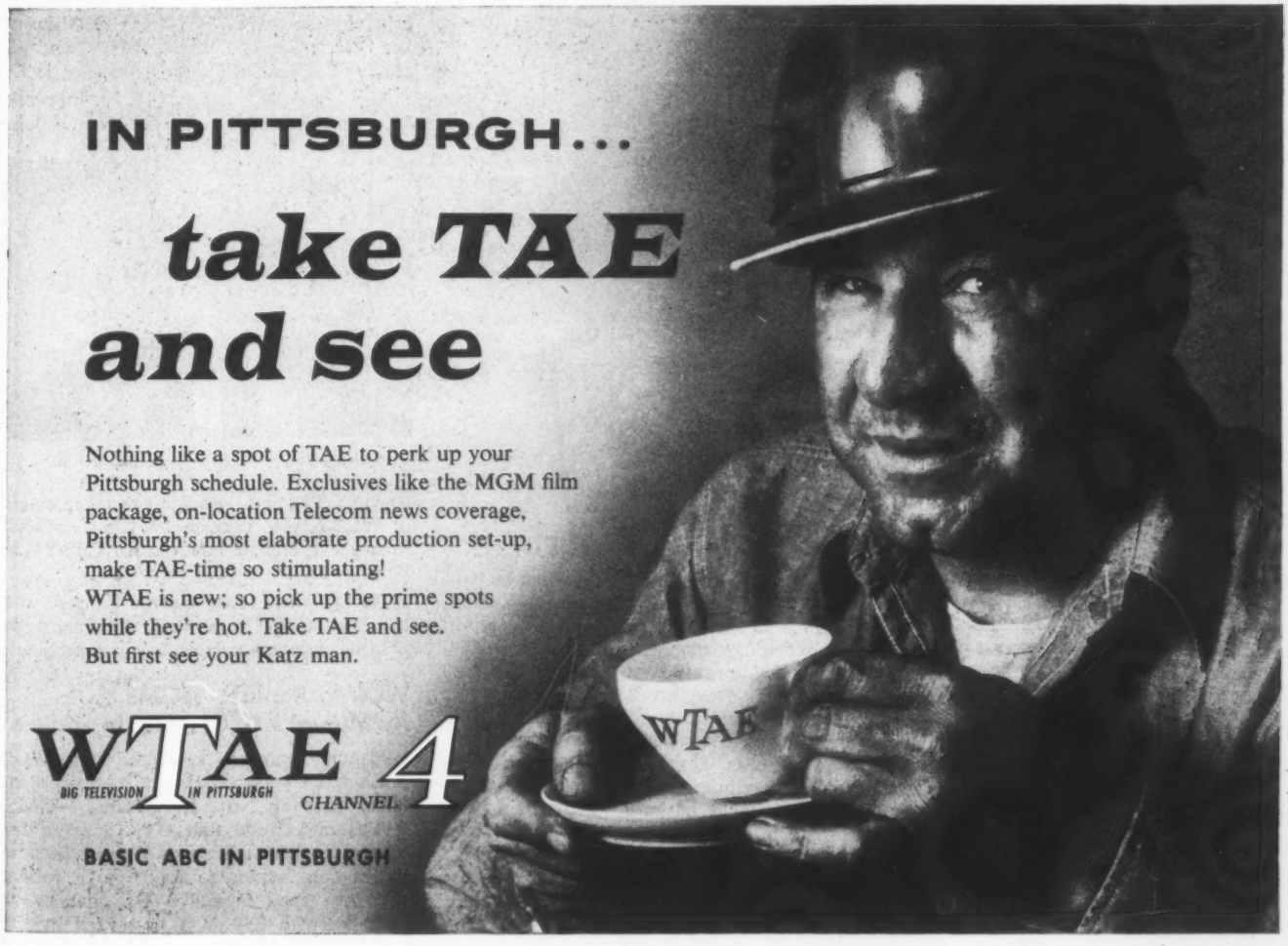
Sterling C. (Red) Quinlan, ABC vice president in charge of WBKB (TV), branded the petition as "irresponsible and foolish." H. Leslie Atlass, CBS vice president in charge of Central Div., described charges as "erroneous" as they relate to WBBM-AM-TV Chicago, citing heavy employment of talent for local sponsored programs. Ward L. Quaal, vice president and manager of independent WGN-AM-TV, noted "talent and programs per se must always be subject to change for the good of the industry." He claimed WGN-TV is scheduling over 40 hours weekly of live, local shows.

L&B Nearing Am Grant for Hemet

L&B Broadcasting Co. moved closer to a radio grant when FCC Hearing Examiner Herbert Sharfman last week issued an initial decision proposing authorization of a new am outlet on 1320 kc with 500 w, directional antenna, day, in Hemet, Calif. Two competing applications in hearing with L&B Broadcasting were dismissed.

Pocatello, Idaho, Vhf Granted

The FCC last week granted KBLI Inc. (KBLI Blackfoot, Idaho) a construction permit for a tv station on ch. 6 in Pocatello, Idaho. Granite District Radio Broadcasting Co., Howard D. Johnson, president, owns 70% of the licensee. Granite District Radio also operates KNAK Salt Lake City.


IN PITTSBURGH...
take TAE and see
Nothing like a spot of TAE to perk up your Pittsburgh schedule. Exclusives like the MGM film package, on-location Telecom news coverage, Pittsburgh's most elaborate production set-up, make TAE-time so stimulating!
WTAE is new; so pick up the prime spots while they're hot. Take TAE and see.
But first see your Katz man.
WTAE 4
BIG TELEVISION IN PITTSBURGH
CHANNEL
BASIC ABC IN PITTSBURGH
WTAE

KGW, KING STATIONS AFFILIATE WITH NBC

- **Switch to be made from ABC**
- **Action surprises KOMO-AM-TV**

A switch in the network affiliations of the King Broadcasting Co. television and radio stations in Seattle and Portland from ABC to NBC was announced last week.

Secondary NBC affiliations with KGW-AM-TV Portland, Ore., became effective last Tuesday (Oct. 14) and with KING-AM-TV Seattle last Wednesday, according to a joint announcement by Otto P. Brandt, vice president in charge of the broadcast division of King, and Harry Bannister, vice president in charge of station relations for NBC.

Primary NBC affiliations were set to become effective as follows: KGW, Dec. 19, 1959; KGW-TV, May 1, 1959; KING, June 14, 1959, and KING-TV, Dec. 10, 1959. Until those dates, the stations remain primary affiliates of ABC-TV.

Mr. Brandt told the staffs of the four stations: "Our association with NBC is one of the most important milestones in our history. NBC's appraisal of our stations as the best in Seattle and Portland is recognition of which we can be very proud. It is a compliment which I am sure all of us will accept with thanks and appreciation."

Mr. Bannister said NBC was "highly pleased," that "our company has traditionally been associated in broadcasting with the country's outstanding television and radio stations" and that adding these outlets to other NBC affiliates in the Northwest "assures us of still greater possibilities for NBC service in this important area of the country."

King Broadcasting is owned principally by Mrs. A. Scott Bullitt, its president. KING-TV is on ch. 5, KING is on 1090 kc with 50 kw; KGW-TV on ch. 8, KGW on 620 kc with 5 kw. Walter Wagstaff and Fred Von Hofen are station managers of KGW-TV and KGW, respectively.

NBC's current affiliates in the area are KOMO (1000 kc, 50 kw) and KOMO-TV (ch. 4) Seattle, and KPTV (TV) Portland (ch. 12).

W. W. Warren, executive vice president and general manager of KOMO-AM-TV Thursday expressed surprise at NBC's action and said, "We are amazed that NBC would have the audacity to make a package deal involving Portland and Seattle which sells one of its oldest friends and staunchest supporters down the river. We do not know what political, economic or ulterior forces were brought to bear on NBC to destroy 32 years of successful partnership. . . . This is all the more incredible in light of the fact that KOMO-TV is No. 1 in the market and repeatedly attracts the most viewers on directly competitive local programs."

Mr. Warren pointed out that KOMO became an affiliate of NBC in 1927 and was a charter affiliate of the NBC Pacific Coast network. He declared KOMO officials aided and assisted NBC in the formation of this network and that KOMO-TV became a basic affiliate of NBC-TV Dec. 11, 1953, its first day on the air.

Mr. Warren did not announce any plans as to the future affiliation of the stations.

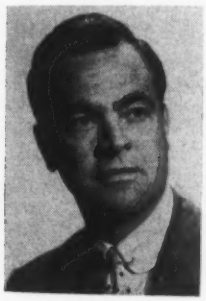
While not commenting formally, ABC-TV officials showed no lack of confidence in their ability to replace the losses in both markets.

CBS-TV Shifts Bunker To Network Sales Post

Edmund C. Bunker, CBS-TV vice president and director of affiliate relations, has been named vice president and general manager of CBS-TV network sales, reporting to Thomas H. Dawson, vice president in charge of network sales. Carl S. Ward, national manager of affiliate relations, succeeds Mr. Bunker [CLOSED CIRCUIT, RESPECTS, Oct. 13].

The appointments announced last week by William H. Hylan, vice president of sales administration at CBS-TV, were seen as a network move to strengthen its sales department. Mr. Bunker has been with CBS-TV since June 1949 when he was an account executive in network sales. He became general sales manager of KNXT (TV) Los Angeles and the Columbia Pacific network in 1952 and two years later was appointed general manager of WXIX (TV) Milwaukee. He was elected vice president and director of affiliate relations in October 1957.

Mr. Ward, associated with the network 13 years, joined at WCCO Minneapolis (then CBS owned), became general manager of WCBS New York in 1951 and national manager of affiliate relations for CBS-TV in April 1957.



MR. BUNKER

MR. WARD

At the same time, George Klayer, who has been CBS-TV network sales manager, is being assigned to special agency accounts.

WOL to Replace WGMS As Mutual's D. C. Affiliate

Mutual reported last week that WOL Washington will become the network's affiliate there on Nov. 1, replacing WGMS. It was understood that WGMS asked for release from its affiliation contract because the station intends to return to a format stressing "good music." WOL operates on 1450 kc with 250 w. It is owned by the

"What! You want $24 for a little island like this?"

IT PAYS TO KNOW THE ANSWERS

Peter Minuit, alas, didn't know a bargain when he paid 60 guilders for Manhattan Island 332 years ago. More perceptive are some 20,000 of today's busiest people in the broadcast advertising business. They recognize – and *PAY* for – the real bargain bonus of TV-radio news brought to their desks every week by BROADCASTING. No other publication digs so deep, covers so much, or reports so accurately on everything newsworthy in television and radio business. That's what makes an introductory 26-week subscription to BROADCASTING at only $3.50 such a remarkable bargain. Your name and address starts it coming next week. (We'll bill later.)

BROADCASTING

1735 DeSales Street, N. W., Washington 6, D. C.

The coast-to-coast economy network . . . Air Express

CHECK YOUR AIR EXPRESS SAVINGS
over any other complete air service

CITY TO CITY...DOOR TO DOOR (for a 25 lb. package)	AIR EXPRESS Miles	AIR EXPRESS Cost	YOU SAVE
INDIANAPOLIS to OMAHA	586	$5.65	$4.95 to $9.09
EL PASO to LOS ANGELES	701	7.25	1.40 to 6.89
CLEVELAND to DALLAS	921	9.65	.90 to 8.41
ATLANTA to DENVER	1421	12.05	1.80 to 7.98

Apply these typical examples to your shipping problems

Before many filmed programs or commercials go on the air, they go *through* the air—with Air Express. Choice for speed *and* economy, Air Express . . . symbolized by the big "X" . . . also offers exclusive one carrier door-to-door delivery to thousands of U. S. cities and towns! . . . Whatever *your* shipping problem, call Air Express first.

AIR EXPRESS

GETS THERE FIRST *via* **U. S. SCHEDULED AIRLINES**

CALL AIR EXPRESS ... division of **RAILWAY EXPRESS AGENCY**

Washington Bcstg. Co., of which Henry Rau is president.

Mr. Rau said the acquisition of Mutual gives WOL top network news service, fitting into the music-news format. WOL refuses to go rock-and-roll and will continue its combination of standard, popular and serious music.

Mutual will move its Washington headquarters Nov. 1 to newly decorated quarters in the Sheraton Park Hotel, once the site of WRC-AM-TV, NBC's owned Washington stations. Fulton Lewis jr., MBS commentator, also will move his offices and staff to the hotel.

'21' Dropped, 'Question' Hitting Skids on Ratings

One of the bellwether quiz shows was dropped last week and another appeared to be losing its grip.

Pharmaceuticals Inc., the sponsor, and NBC-TV decided to cancel *21*, which was one of the top-rated quizzes on the air before the "quiz scandal" broke and the program itself came under grand jury investigation. Its ratings have sagged to about a third of what they once were. The show was dropped after last Thursday night's program (8:30-9 p.m.).

Spokesmen for Revlon and P. Lorillard meanwhile expressed unhappiness with the ratings decline that *$64,000 Question*, granddaddy of the big-money giveaway, has suffered in recent weeks. But it was noted that the advertisers are committed to a 26-week contract and, unless the rating figure worsens, probably would stay with the show at least for that period. If the ratings continue to drop materially, however, the sponsors—especially Revlon—may seek relief. *Question* is on CBS-TV.

Dropping of *21* was attributed to the ratings slump. Spokesmen for Pharmaceuticals reiterated that they still had complete confidence in the program and its producer, Barry & Enright Productions, but that apparently the public had lost interest if not confidence in the program.

The program will be replaced Oct. 30 by another Barry & Enright quiz, *Concentration*, which has enjoyed rising ratings as a daytime show on NBC-TV. Jack Barry of Barry & Enright will be host on the nighttime version. Hugh Downs is m.c. on the Monday-Friday daytime edition.

This week's program (Oct. 23) has been pre-empted for the *Gateways to the Mind* special, sponsored by the Bell System.

NBC said Pharmaceuticals' buy of the nighttime *Concentration* substitute for *21* was part of a major network purchase in which the sponsor also picks up alternate-week sponsorship of *Arthur Murray Party* (Mon., 10-10:30 p.m. EDT) and adds five alternate-week quarter-hour segments in three daytime shows (*Treasure Hunt, Concentration* and *It Could Be You*). Pharmaceuticals' agency is Parkson Adv., New York.

Meanwhile, the probe of former contestants' charges against quiz shows continued before a New York grand jury. The "scandal" broke in late August when Colgate-Palmolive summarily dropped *Dotto* after a contestant charged that another had been briefed on questions to be asked. Charges, denied sharply by Barry & Enright, later were leveled against *21*.

Meanwhile *$64,000 Challenge* was dropped by Lorillard just as the show prepared to move from CBS-TV to NBC-TV. Two weeks ago NBC announced that it was taking temporary but direct supervision of *21, Tic Tac Dough, Concentration* and *Dough Re Mi*, all formerly handled by Barry & Enright [AT DEADLINE, Oct. 8].

TV NETWORKS NEARLY SOLD OUT—TVB

A Television Bureau of Advertising survey reveals that all three tv networks report they now are virtually "sold out," reversing the pessimistic outlook for the industry a few months ago.

Norman E. Cash, TvB president, who reported on the survey, pointed out that network spokesmen stressed that the buyer's caution during spring and summer months "occasioned continuing sales activity beyond the normal cut-off date." Mr. Cash observed that despite the late start, the schedules were filled quickly, with daytime network tv "particularly" strong this year. TvB released the following comments from network officials:

Don Coyle, ABC-TV vice president in charge of research and sales development: "The picture now is extremely bright. . . . We anticipate that if the trend continues, ABC will make more sales in the fourth quarter than in any previous fourth quarter in our history."

William H. Hylan, CBS-TV vice president of sales administration: "Both daytime and nighttime sales compare favorably to the '57 last quarter. The general picture is good . . . with the future looking very optimistic, especially starting in January, what with new products coming in."

Don Durgin, NBC-TV president and national sales manager: "In the last two months, there has been a rush of business, both nighttime and daytime, since the real effect of the recession, as we all can appreciate now, was merely to delay the placing of orders."

NBC Affiliates, Editor Guests, Ready to Converge on New York

NBC's radio and television affiliates—and 80 to 100 radio and tv editors who will be NBC's guests—will converge on New York this week.

The affiliates will meet among themselves and with NBC top brass on Wednesday, Thursday and Friday (Oct. 22-24). The radio-tv editors, making the second annual NBC Press Tour, will spend the week in a round of tv-radio programs, parties and demonstrations—and "appropriate" affiliate functions.

The affiliates' agenda calls for an NBC Radio presentation at 10 a.m. Wednesday by Matthew J. Culligan, executive vice president in charge of the radio network, and other key executives.

At 12:30 on opening day both radio and tv affiliates will visit the David Sarnoff Research Center at Princeton.

The NBC-TV presentation will be held Thursday morning at 9:30 with NBC board chairman Robert W. Sarnoff and President Robert E. Kintner heading the network delegation.

A luncheon for both radio and tv affiliates is set for 12:30 Thursday, followed at 2:15 by meetings of radio and tv affiliates and a network presentation to optional tv affiliates. The banquet and entertainment program, open to the visiting newsmen as well as affiliates, is at 7 p.m. Thursday.

The affiliate meetings are slated to end after a closed meeting of tv stations for election of officers and any other business, at 10 a.m., Friday. All affiliates' meetings are at the Plaza Hotel.

IMN-PACT
WITH THE
INTER MOUNTAIN NETWORK
THE NATION'S MOST SUCCESSFUL REGIONAL NETWORK
Intermountain Network Affiliate
KLIX
Twin Falls, Idaho
is NUMBER ONE*
In the Fabulous Magic Valley
* Pulse—Feb., 1958
HEADQUARTERS: SALT LAKE CITY • DENVER • CONTACT YOUR AVERY-KNODEL MAN

KELLY
IS
COMING

Lower ASCAP Fees Goal of Radio Group

A "substantial reduction" in ASCAP radio music license fees will be sought when the all-industry radio music license committee starts "shortly" to negotiate with the performing rights society.

This decision was announced last week by Robert T. Mason of WMRN Marion, Ohio, committee chairman, who said it was reached by the executive committee at a session Tuesday (Oct. 14).

It also was understood the committee agreed to seek a five-year contract, the longest term allowed to ASCAP under its government consent decree.

Officials said negotiations with ASCAP representatives were expected to start shortly. No date had been set late last week, however.

The decision to seek lower rates came as small surprise, having been forecast even before first steps were taken to create the committee earlier this year [NAB CONVENTION, April 28].

Actually, radio pays about 10% more for ASCAP licenses than television does—a situation that came about in 1953 when tv negotiators convinced ASCAP, which was then getting "radio rates plus 10%" from television, that the budding expansion of television promised ASCAP enough additional income to justify cutting the tv rate to, roughly, "radio minus 10%."

The radio station rate, in effect since 1941, is 2.25% of net time sales for a blanket license to use ASCAP music locally. The network rate is a little higher, 2.75%. For most stations the contracts expire Dec. 31 this year.

The all-industry committee also plans to negotiate for new BMI licenses, which expire next March, and "consider existing agreements" with SESAC [PROGRAM SERVICES, Oct. 6].

Executive committee members at last week's meeting, in addition to Mr. Mason, were:

Richard D. Buckley, WNEW New York; Robert D. Enoch, WXLW Indianapolis; Herbert E. Evans, WRFD Worthington, Ohio, and Peoples Broadcasting Corp.; Elliott M. Sanger, WQXR New York, and Sherwood J. Tarlow, WHIL Medford, Mass., and other Tarlow stations. Emanuel Dannett, general counsel to the committee, and his partner, William W. Golub, also attended the meeting.

Community Club Signs Nine

Community Club Services Inc., New York, last month franchised the following stations: WMMB Melbourne, WTYS Marianna, both Florida; KXEL Waterloo, Iowa; WSPN Saratoga Springs, WPDM Potsdam, both New York; KZUM Farmington, N. M.; WFLB Fayetteville, N. C., KATR Corpus Christi, and KBOX Dallas, both Texas. This brings the number of outlets franchised by Community Club to 172.

5KW
for all of
Northeast
Michigan

Just ONE Big Buy

does your selling job in all of Northeast Michigan. WFDF's perfectly tailored signal adds to Flint the rich Thumb area, Saginaw, Bay City, and the heart of Michigan's vacationland. NCS #2 shows WFDF as the outstate regional leader, and this BIG new signal* adds even more. Let Katz show you how this important new coverage makes WFDF a key buy for Eastern Michigan.

*daytime

WFDF·910

NBC Affiliate in Flint, Michigan
Represented Nationally by the KATZ AGENCY

BEATING the DRUM...

FOR MORE AND MORE TELEVISION SETS IN THE RICH, PROSPEROUS

WMAZ-LAND

N. C. S. #3

SHOWS AN INCREASE OF

35.1%

TELEVISION SETS

ONLY CHANNEL 13 COVERS THIS MARKET WHERE SALES CONTINUE ABOVE THE NATIONAL AVERAGE—PULSE, 1958

LET YOUR AVERY-KNODEL MAN GIVE YOU THE FULL STORY!

WMAZ-TV
CHANNEL 13
MACON, GA.
CBS ABC NBC

TRADE ASSNS.

RADIO HAS IMPROVED IN TV ERA, OILMAN TELLS NAB AT MILWAUKEE

- **Two midwest regionals draw some 200 broadcasters each**
- **WOMT liquor ad announcement sparks conference comment**

Radio is a stronger advertising medium than it was before the introduction of television, midwest broadcasters were told Oct. 14 at the NAB Fall Conference by Wesley I. Nunn, advertising manager of Standard Oil Co. (Indiana).

Addressing nearly 200 industry executives in Milwaukee, Mr. Nunn said his company finds both tv and radio essential to the sale of petroleum products.

J. Cameron Thomson, board chairman of Northwest Bancorporation, called on broadcasters to enlarge their presentation of economic issues. He spoke Friday (Oct. 17) at the Fall Conference held in Minneapolis.

The 10-man NAB headquarters conference team moves today (Oct. 20) to the Somerset Hotel, Boston, for the seventh meeting in the autumn series. The eighth and final conference will be held Oct. 27-28 at the Statler Hilton Hotel, Washington.

Record attendance for the six meetings held to date was registered at Minneapolis, with 225 delegates taking part.

A new topic appeared unexpectedly at the Milwaukee meeting when Francis M. Kadow, owner-manager of WOMT Manitowoc, Wis., announced the station planned to accept advertising of hard liquor. This quickly drew a heated criticism from NAB President Harold E. Fellows (see liquor story, page 31).

Mr. Nunn, while acknowledging that no single medium "supplies everything we want" and that there's "no infallible scientific formula" for selecting media, Mr. Nunn pointed out that Standard pioneered in tv "before network television was available in Chicago" and cited the phenomenal growth and development of the industry.

"We believe television is highly important in the present market and in markets of the future," Mr. Nunn stated. Standard sponsors weather, news and sports programs in 16 markets in four states (Illinois, Indiana, Michigan, Wisconsin), shares the tab for CBS pro football (Chicago Bears, Green Bay Packers networks), and also underwrites the All-Star Football Game, Big Ten basketball (in 32 markets), Chicago Bears football in that city, and professional hockey on a Michigan network. He observed: "In short, television is a very important medium in our advertising," with both broadcast media accounting for the largest single item in Standard's budget.

Mr. Nunn emphasized that "one of the major discernible effects of television has been to make radio a stronger local advertising influence than it had been before. As a matter of fact, even with my company's extensive use of television, we now sponsor radio in as many markets as we did before television entered the advertising scene."

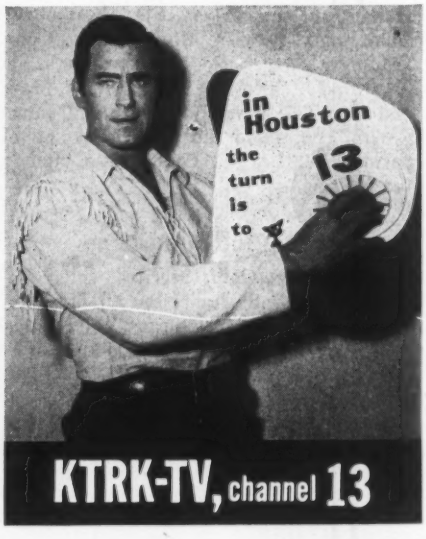
Radio produces a "responsive audience at a reasonable cost per thousand," is flexible with respect to time periods and seasonal product requirements and can be heard in automobiles, he pointed out. Standard sponsors regular radio program strips in seven markets of the four states and has spot schedules in ten others, he reported. In that four-state area, he added, standard uses 43 tv and radio stations, sponsoring 38 tv and radio programs, plus 13 regular spot schedules "at a cost that amounts to more than 70% of our total advertising budget."

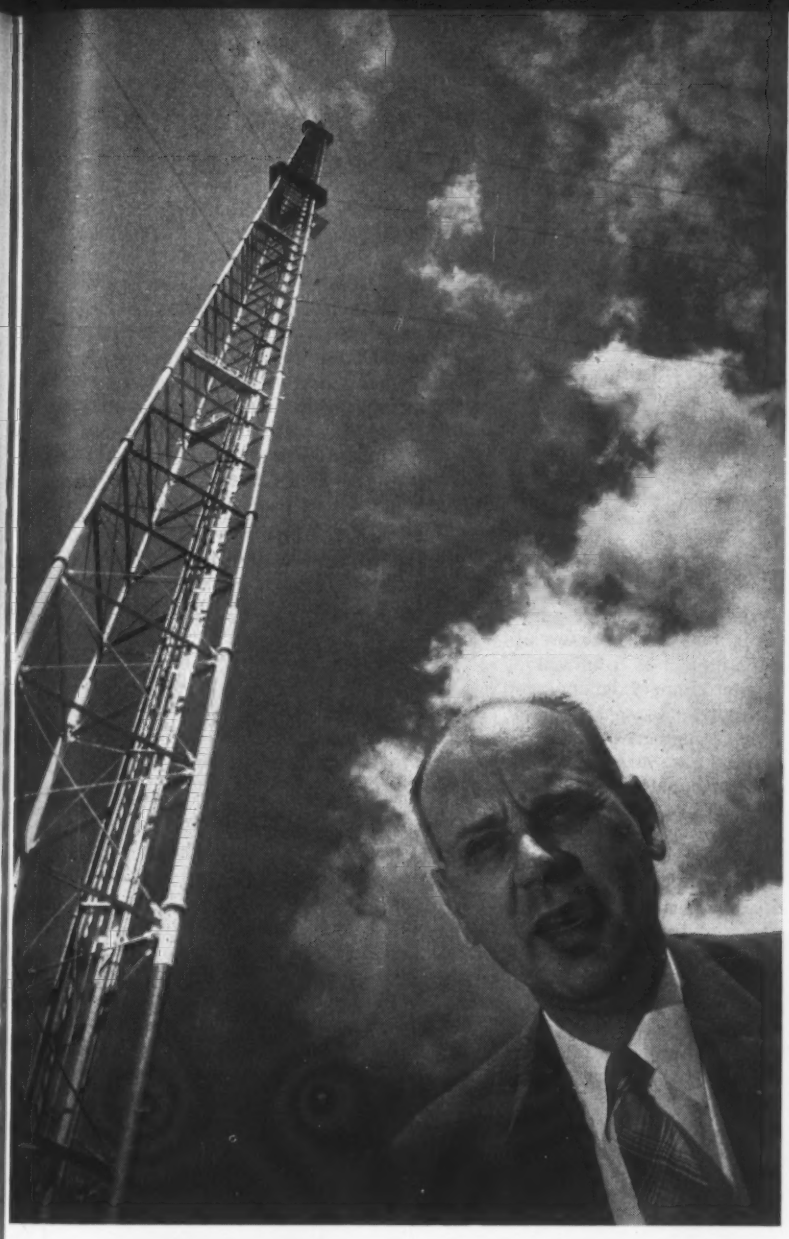
Using an "exacting" measuring system and paying close attention to rating trends, Mr. Nunn reported, Standard has been able to keep its average tv program advertising cost per thousand per commercial minute below $3 and average radio cost around $1. These figures reflect "very low cost-per-exposure to a selling message" in mass advertising, Mr. Nunn commented.

Despite problems as a regional advertiser, Standard's median cost per thousand per commercial minute is "well under the median for all 122 network programs that were being televised in January of this year," he claimed. A popular tv quiz show might run about $75,000 a week, he noted, but its audience is so large that the cost per viewing home is only slightly more than half a cent, or less than one-fifth of a cent per home per commercial minute.

In the case of radio with 97% home coverage, "an advertising message would cost an extremely small fraction of a penny per set in use. In my company's case, the cost is slightly under one-tenth of a cent."

Mr. Nunn pointed out that people seldom complain about published advertising as much as broadcasting messages. He said a pressing responsibility exists for "improving commercial messages, if that is possible." He expressed doubt "there is any basic, overriding reason why broadcast





The antenna up there is brand new - but we've transmitted from this Dresser-Ideco tower since 1951

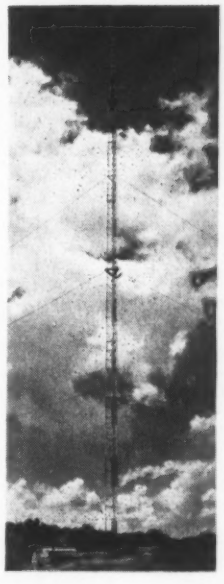
"I'm Bob Holbrook, Chief Engineer for WSB-TV, Atlanta. Recently we decided to replace our original antenna with a new RCA TF-12AL and increase our overall tower height 17′.

"As a result of these changes, we have noted not only the increase in coverage radius anticipated and improved fill-in of the entire area, but a marked improvement in the quality of the transmitted picture. We feel that this installation has made full use of the advanced technology in antenna and transmission line design.

"The change-over was a complex job and required extensive modification of the tower Dresser-Ideco built for us in 1951. To assure a structurally-sound installation, we called in Dresser-Ideco to plan the changes. They calculated the alterations in the tower and guys necessary to support the new equipment and designed and fabricated the new tower members needed. Then Dresser-Ideco supplied the erection contractor with detailed drawings and instructions for making the modifications and installing the new equipment.

"Dresser-Ideco worked from the original drawings and design calculations for our tower and gave the modification job the same careful attention that impressed us when they built the original tower. The new antenna installation moved along at a fast pace, with completion on schedule."

Dresser-Ideco's unique tower modification service is available to all Dresser-Ideco tower owners. A permanent file is maintained of all tower drawings and design calculations. This modification service is another of the many exclusive extras you get when you specify Dresser-Ideco, the nation's most experienced tower builder. Call your broadcast equipment representative, or contact us direct. Write for Tower Catalog T-57.



How WSB-TV tower was modified for new TF-12AL antenna

1. Existing tower inspected, damaged members replaced, all bolts tightened.
2. New guy pulloffs installed, diagonals and girts reinforced.
3. New guy anchor material installed.
4. New guys installed and tensioned.
5. Existing 14-layer channel 2 super-gain antenna and AM antenna removed, all tower steel above 798′ level removed.
6. New steel installed above 798′ level.
7. New RCA TF-12AL antenna and new side-mounted Collins FM antenna installed.
8. New transmission lines installed where required.
9. All guys retensioned.
10. All areas affected by modification repainted.

The Dresser-Ideco radar antenna structure in the center of the deck of this Texas tower is another example of the variety of towers designed and fabricated by Dresser-Ideco's large, diversified Tower Division. This installation is off the north Atlantic coast, east of Cape Cod.

Dresser-Ideco Company

ONE OF THE DRESSER INDUSTRIES

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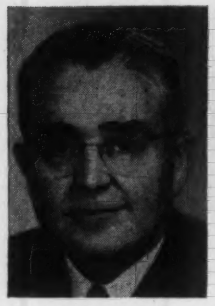
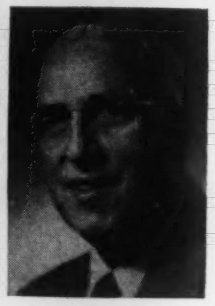


MR. NUNN



MR. THOMSON

media advertising cannot be made as palatable and acceptable to the public as printed media advertising is."

Advertising's shortcomings in commercial messages will "either be strongly modified or eliminated as we progress," Mr. Nunn predicted.

Mr. Thomson said radio and television can contribute to public understanding of economic issues through forum programs, panels and interpretive news. "You should be able to tell the audience the truth—that inflation will only depreciate the value of the dollar and raise prices," he said.

He cautioned broadcasters they must be fair by total presentation of subjects on which they editorialize.

Sports promoters will renew their efforts in the 86th Congress for exemptions from anti-trust laws involving broadcast media, Mr. Fellows warned at Milwaukee. Proposed legislation would "limit the capacity of the nation's free broadcasters to bring radio and television reports of baseball games" and make it "virtually impossible" for stations and networks "to negotiate contracts that would make the broadcasting of such sports—even on the limited basis now current—a possibility in the future," he said.

Sales administration was explored at the Monday afternoon radio session by Sterling B. Beeson, president, Headley-Reed Co. In a panel discussion he reported he hadn't noticed any trend toward a single national and local rate in recent years. He felt agencies should be charged the national rate "because they're agencies and are, in fact, national" and that, otherwise radio's sales structure would be undermined. He thought it "almost impossible" that stations would agree on a standard single rate. Mr. Beeson also called for a "fresh approach to selling," adding it's "unfortunate we're faced with ratings and ratings are predominant." He acknowledged their need, however, as a barometer for programming, "which representatives basically sell."

John F. Meagher, NAB radio vice president, cited the increasing deluge of agency questionnaires mailed to stations and seeking product, schedule and other information.

Future patterns posed by the American Federation of Television & Radio Artists' petition to the National Labor Relations Board, seeking representation of performers in videotape commercials, topped off-the-cuff discussions in the Monday afternoon tv session with Charles H. Tower, NAB broadcast personnel and economics manager, as floor leader. NLRB has commenced hearings on the AFTRA petition. interrupted temporarily for the union's negotiations with networks and the transcription industry [PERSONNEL RELATIONS, Oct. 13, 6].

Safety Council, ARC, Kiwanis Joining in NAB's 'Salute to Tv'

Three public service organizations join NAB in a "Salute to Television" during National Television Week, to be observed Nov. 16-22. National Safety Council and American National Red Cross have prepared filmed spots for stations; Kiwanis International has mailed a special kit to be used by local clubs during the observance.

Theme of the week will be, "Nothing Brings It Home Like Television." This theme will be continued after Television Week. Emphasis in NAB's observance will be built around the impact of tv in making information and entertainment dynamic and personal.

Gen. Alfred M. Gruenther, president of the Red Cross, will appear in a one-minute tv spot already distributed through local chapters. The film tells of the effectiveness of tv in telling the story of disaster relief.

The Kiwanis kit suggests station personnel be invited to address club sessions and proposes participation in station open house ceremonies, certificates for tv stations and sponsorship of essay contests based on the new tv theme.

Chicago chapter of the Academy of Television Arts & Sciences, cooperating with Broadcast Advertising Club of Chicago as well as Chicago Unlimited and local stations, will conduct a joint observance of Tv Week.

Alabama UPI Group Organized

Sixty Alabama radio-tv stations comprise the UPI Broadcasters Assn. of Alabama, formed Oct. 11 in Tuscaloosa. Ray A. Furr, vice president, WAPI-AM-TV Birmingham, is its first president. W. H. Miller, general manager of WGYV Greenville, and William O. Tome, UPI Alabama, news manager, also were elected officers of the association.

The three officers are in a UPIBAA awards committee with John Garrison, station manager of WFUN Huntsville, and Charles Gardner, sales manager, WCOV Montgomery. The association will meet twice yearly in conjunction with the Alabama Broadcasters Assn.

Ingstad Elected by N.D. Group

Robert E. Ingstad, KOVC Valley City, was elected president of North Dakota Broadcasters Assn. at its Oct. 4 meeting in Bismarck. He succeeds Charles G. Burke, KFGO Fargo. John Boler, North Dakota Broadcasting Co., was elected vice president. Named to the board were Messrs. Ingstad, Burke and Boler; Tom Barnes, WDAY Fargo; Richard C. Johnson, KBOM Bismarck, and William Ekberg, KFYR Bismarck. The 1959 meeting will be held in Valley City. The board named Les Maupin, KLPM Minot, to be secretary-treasurer.

O'Dea Tells Alabamans Back-Stabbing Must Go

The call for an end to intra-mural bickering in the radio business has been sounded by a man who has occupied both sides of the timebuying desk:

The speaker—addressing the Alabama Broadcasters Assn. at Tuscaloosa Oct. 10—was Tom O'Dea, former timebuyer at Sullivan, Stauffer, Colwell & Bayles and William Esty agencies, now a salesman at H-R Representatives Inc. Mr. O'Dea scored lack of station-and-representative cooperation and self-imposed indifference by station people to the competitive media struggle.

Mr. O'Dea charged that while rival media representatives were "sniping . . . attacking . . . and ganging-up" on radio, hurting the medium and hurting it hard, "we don't seem to care. We gaze at our attackers with privileged detachment and serenity." Instead of fighting back, Mr. O'Dea went on, "You and I are not selling radio positively, nor are we programming or managing positively. What we are doing well is back-stabbing and undermining each other . . . we've been on the defensive so long we're in a rut. We bow to the golden idol of television. We're romanced by print into believing both mediums are needed for coverage with radio as the stepchild. We are told how to run our business."

Doing most of the telling, according to Mr. O'Dea: (1) the advertiser "who insists on 'no double-spotting' yet screams like hell for prime times"; (2) the cost accountant "who tells us our cost-per-thousand is lousy, not mentioning his sales are better since he used radio"; (3) the client "who'll ask for 15 minutes of uninterrupted product commercial in the middle of traffic time right after your 8-8:10 a.m. news. He's the same guy who squawks about a rate increase. . . ."

Making the job harder still: rate-cutting by stations and other means by which Station A Downgrades Station B, etc.

This kind of behavior, said Mr. O'Dea, is reminiscent of "an old-fashioned western . . . where the director, perched up on his seat away from the clatter, makes the rules as he goes along and it's every man for himself. The hero of radio buying is to some people, the guy with the sharpest pencil and biggest pair of lungs. In a word, we've lost our integrity and a great deal of our conviction. These are two priceless commodities no medium can afford to lose—especially radio. The quality and effectiveness of this medium is overshadowed by 'what have you done for me lately' and 'how cheap is it?'."

So hard is the intra-mural fight being waged, says Mr. O'Dea, that "We fail to realize we're playing the newspaper game. The advertiser hears good about the paper and bad about radio. Consequently, your town is sold off radio for print."

Making the rep's job harder, Mr. O'Dea feels, is the lack of time given a representative in which to tell his story to the timebuyer—"20 interrupted minutes . . . be-

tween phone calls, billing problems, account group contacts." On top of this, "many stations are tieing their rep's hands because they give him insufficient data."

Mr. O'Dea quoted Bryan Houston's Marketing Vice President Patrick H. Gorman in BROADCASTING [MONDAY MEMO, Oct. 6] on the need on an advertiser's part to get as much marketing information as possible before placing a broadcast campaign.

Noted Mr. O'Dea: "There is no such thing as a bad buy in radio. There is, however, a good second buy. If we lose business, it's probably our fault because we didn't do the best job of presentation."

The station representative also blasted radio's penchant for "me-tooism," of on-air gimmicking, for the "happy hundred list of top records [which] has become the irritating symbol of bad broadcasting."

Sweeney Asks End to Civil War Among Stations in Ohio Speech

Radio stations should stop "the senseless civil war that is the principal deterrent to faster development of the medium, Kevin B. Sweeney, president of Radio Advertising Bureau, told the Ohio Assn. of Broadcasters at its Oct. 17 meeting in Columbus.

OAB was told by Ralf Brent, vice president of WIP Philadelphia, that the John Wanamaker store is making merchandising history by using radio to sell storm windows, jalousies and swimming pools (see story, page 35).

Mr. Sweeney cited, among other types of skirmishes, "the station vs. station vendettas that pass for selling," the name calling of any station that received its FCC license after 1948 as "a rock 'n' roll teen-age delight." He called this type of behavior radio's "Irish syndrome," said it affects both good and bad stations alike.

As radio "dissipates" its energies in selling against one another, newspapers are racking up $3 billion worth of advertising, Mr. Sweeney asserted. Instead, radio ought to tell advertisers what it can do and newspapers "can never hope to do." "We devote 8 out of 10 of our sales calls and over 90% of our selling time to explaining why our station is the only worthwhile buy in the market, why our Pulse or Nielsen rating is much more meaningful than the other stations' . . ."

Urged Mr. Sweeney: "End the civil war . . . tell your advertisers what radio can do and your kilocycles can do. Talk success instead of share of audience and your business as well as all your radio competitors' will improve."

RAB Examining Local Business

Radio Advertising Bureau is distributing a local radio business questionnaire to its member stations so that the bureau can evaluate the radio-spending importance of local business and estimate an approximate percentage of station volume obtained from each of the local categories. RAB plans to provide members with a detailed summary of the survey results—broken down by market and station size—for use as a guide in sales efforts.

YOU'RE ONLY
HALF-COVERED
IN NEBRASKA
IF YOU DON'T USE KOLN-TV!
This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.
NO OMAHA STATION COVERS LINCOLN!
ARB 1955 1956 1957 1958
The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with:
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS
Let's face it. To do a TV job in Nebraska, you start with an Omaha station. After that, the only logical choice is KOLN-TV.
NCS No. 3 shows that Lincoln-Land is a whopping big area. Even if you throw out everything except those counties where KOLN-TV is the DOMINANT station, KOLN-TV gives you almost as much buying power as all of Nebraska west of the area—$592 million as against $624 million!
So, Nebraska's "other big market" is Lincoln-Land! Ask Avery-Knodel for the facts on KOLN-TV — the Official CBS Outlet for South Central Nebraska and Northern Kansas.
KOLN-TV
CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

Cincinnati's Most Powerful Independent Radio Station
50,000 watts of SALES POWER
WCKY
CINCINNATI, OHIO
THE L.B. Wilson STATION
WCKY CINCINNATI
On the Air everywhere 24 hours a day—seven days a week

"FILM CENTRAL" for network operations. From this control room all the ABC film shows are fed to affiliates.

How ABC-TV gets top picture quality for all its network film shows....

—Converts 100% to RCA Vidicon Film Camera Chains!

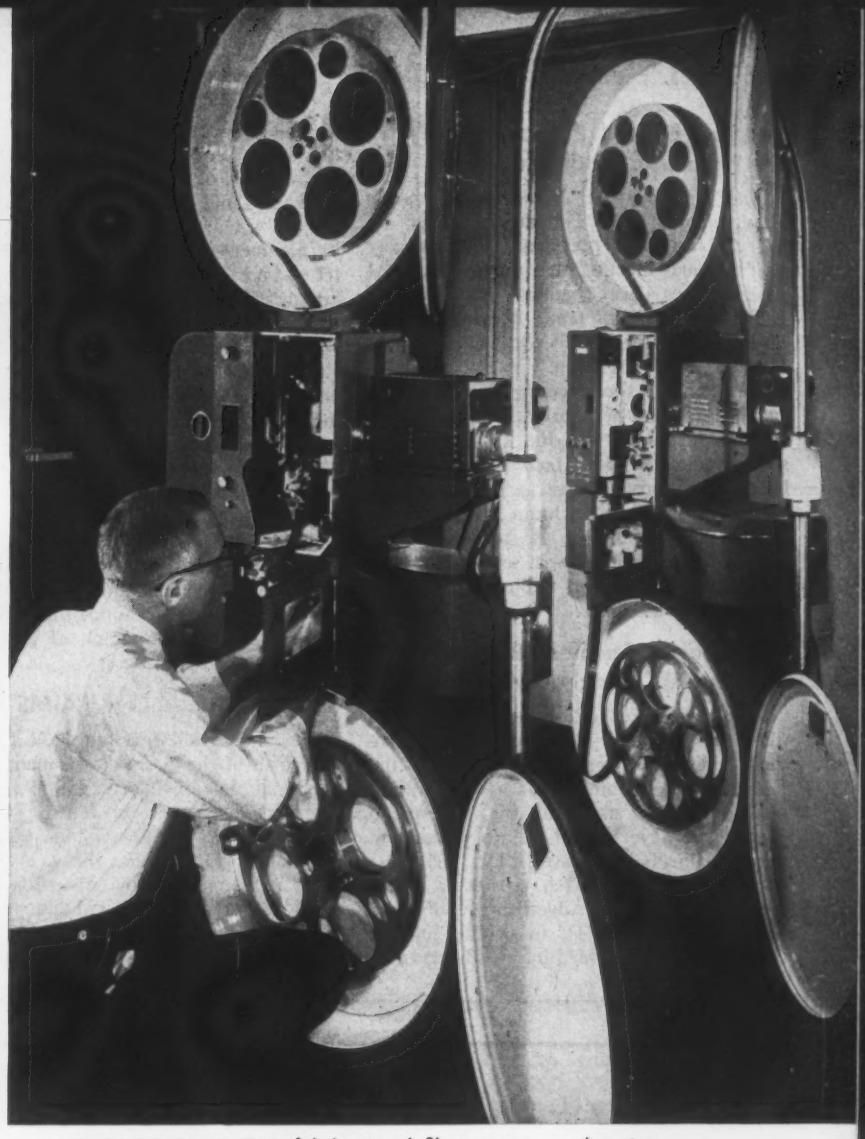
"For the top quality we require in our network film shows we chose RCA Vidicon film equipment," says Frank Marx, Vice-President, Engineering. They were so satisfied with their quality network film purchase that they converted *all* their film equipment to RCA Vidicon! Now they're piping the highest picture quality down their entire network line. Popular film shows like "Maverick" get the very best treatment, which pays off in viewers.

ABC first made careful tests of competing equipment. RCA Vidicon film camera chains showed up in first place. Frank Marx summed it up like this, "In all our tests RCA Vidicon equipment proved best. We feel we moved miles ahead in film programming quality when we installed these modern Vidicon chains at all our stations."

Their first two chains were delivered in October, 1954, for the Disneyland opening in New York. Other chains soon followed. Then, in December, 1957, they decided to go "all the way" at all their stations. Today, ABC-TV is 100% RCA Vidicon. The results speak for themselves.

NERVE CENTER of ABC-TV operations—the master control room—is largely RCA equipped.

PROTECTION SYSTEM. RCA TP-6 16 mm professional projectors are used to double-up with 35 mm network projectors to insure on-air continuity in event of mishap. TP-6's are used throughout ABC local film rooms.



"KEY TO QUALITY" of their network film programs . . . these two RCA TP-35 projectors, monoplexed to Vidicon film camera chains.

EXHAUSTIVE TESTS of equipment, preceding decision to buy RCA, pointed out important fact: "RCA has the quality!" And here, Al Malang, a video facilities engineer, demonstrates camera features to group of ABC executives headed by Frank Marx, Vice-President, Engineering; including Wm. H. Trevarthan, Director, Network Operations; John G. Preston, Director, Engineering Facilities; and Verne Pointer, Chief Video Facilities Engineer. Al Josephsen, RCA, looks on.

Your RCA Broadcast Representative will be glad to explain how RCA Vidicon film equipment can make a success of your film room! In Canada: RCA VICTOR Company Limited, Montreal.

RCA

Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

Thomas Elected President Of Nebraska Radio-Tv Assn.

The Nebraska AP Radio & Television Assn. named Bob Thomas, manager of WJAG Norfolk, its president, at the association's annual meeting this month. He succeeds James Ebel, general manager of KOLN-TV Lincoln. James McGaffin, news director at WOW-AM-TV Omaha is the new NAPRTA vice president.

Speakers at the meeting were Morris Jacobs, president of Bozell & Jacobs, Omaha advertising agency, and Joe R. Seacrest, associate editor of the *Lincoln Journal*. The latter urged broadcasters to greater efforts with other media in fighting the American Bar Assn.'s Canon 35. A freedom of information committee was set up to seek revision of the ban on electronic reporting of court proceedings.

AFA, Better Business Bureau Endorse FTC Crackdown Plan

Advertising Federation of America and the Assn. of Better Business Bureaus gave their enthusiastic approval last week to the Federal Trade Commission's new nine-point guide program aimed at the widespread practice of advertising fictitious prices and phony claims [GOVERNMENT, Oct. 13].

C. James Proud, AFA president, speaking at Wilkes-Barre Advertising Club, said "the action of the FTC in striking hard at the enemies of advertising truth and believability is one which many of us have urged for some time. It deserves and needs the support of every advertising man and woman in the nation if it is to be successful. AFA will use its resources to acquaint its members and the public with the price tricks and sales techniques which endanger consumer confidence in advertising."

Harold W. Webber, chairman of the ABBB's comparative price committee, stated that the "guides are sorely needed and should go a long way toward restoring advertised savings claims to a truthful level." He added: "While the FTC promises prompt and forceful action, I believe thinking advertisers will grasp this opportunity to get their comparative price claims back on a truthful level.

The association will attempt through local bureaus, it was announced, to get all advertising media to adopt the FTC guides as the "common yardstick of acceptability for all price advertising."

Simpson Takes Over AIMS Chair

Election of Bill Simpson, KOL Seattle, as chairman of the Assn. of Independent Metropolitan Stations for 1958-59, was announced last week by retiring Chairman Virgil Sharpe, KOWH Omaha. Mr. Simpson in turn relinquishes the vice chairmanship of AIMS to Roy Albertson, WBNY Buffalo. At its 20th semi-annual convention in New York last Monday and Tuesday (Oct. 13-14), AIMS devoted most of its attention to on-air promotion and building audience. New members added included Joe Munroe, KJOE Shreveport, La., and Jack Roth, KONO San Antonio.

Patterson Elected Chairman Of Idaho-Utah AP Broadcasters

AP Broadcasters of Idaho and Utah elected Keith Patterson, owner-manager of KYME Boise, chairman of the group at an Oct. 4 organizational meeting.

Kim Ward, KLO Ogden, Utah, was named chairman of an Idaho-Utah continuing study committee. Ken Kilmer, KFXD Nampa, and Jim Brady KIFI Idaho Falls, also were named to the committee.

The broadcasters' guest was Pat Cullen, news director, KHQ-TV Spokane, Wash., and a director of the national AP Radio-Tv Assn. Mr. Cullen addressed the meeting on the association's efforts to guide AP in tailoring the radio wire to fit the needs of members. AP was represented by Bob Johnson, Salt Lake City bureau chief; Frank Wetzel and Howard Graves, Denver and Portland regional membership executives, respectively.

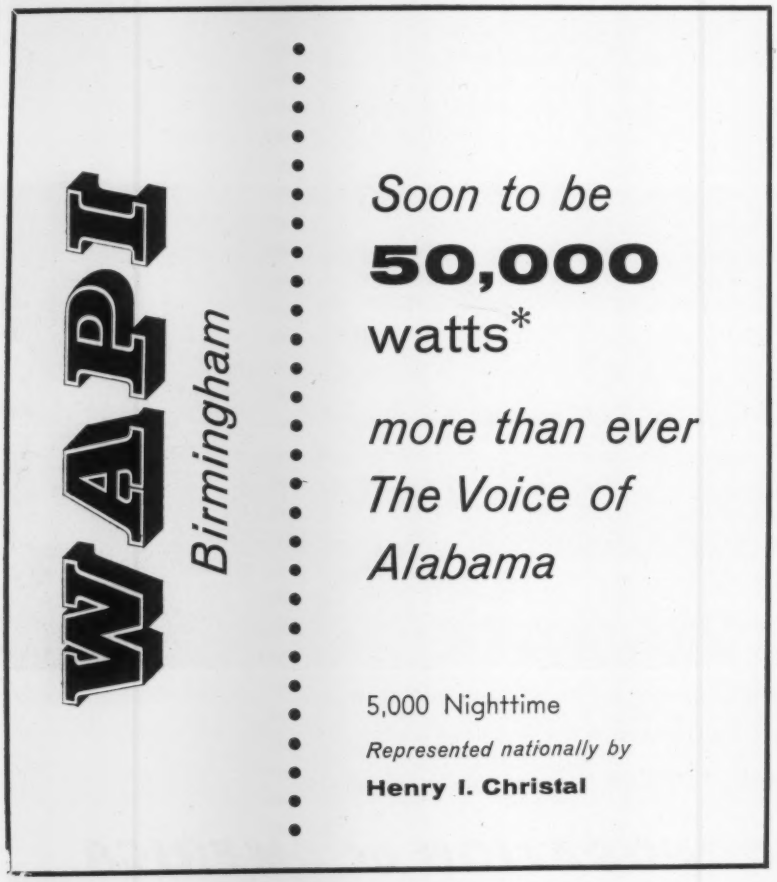
Mass. Group Elects Swartley; Bartley Speaks on Editorials

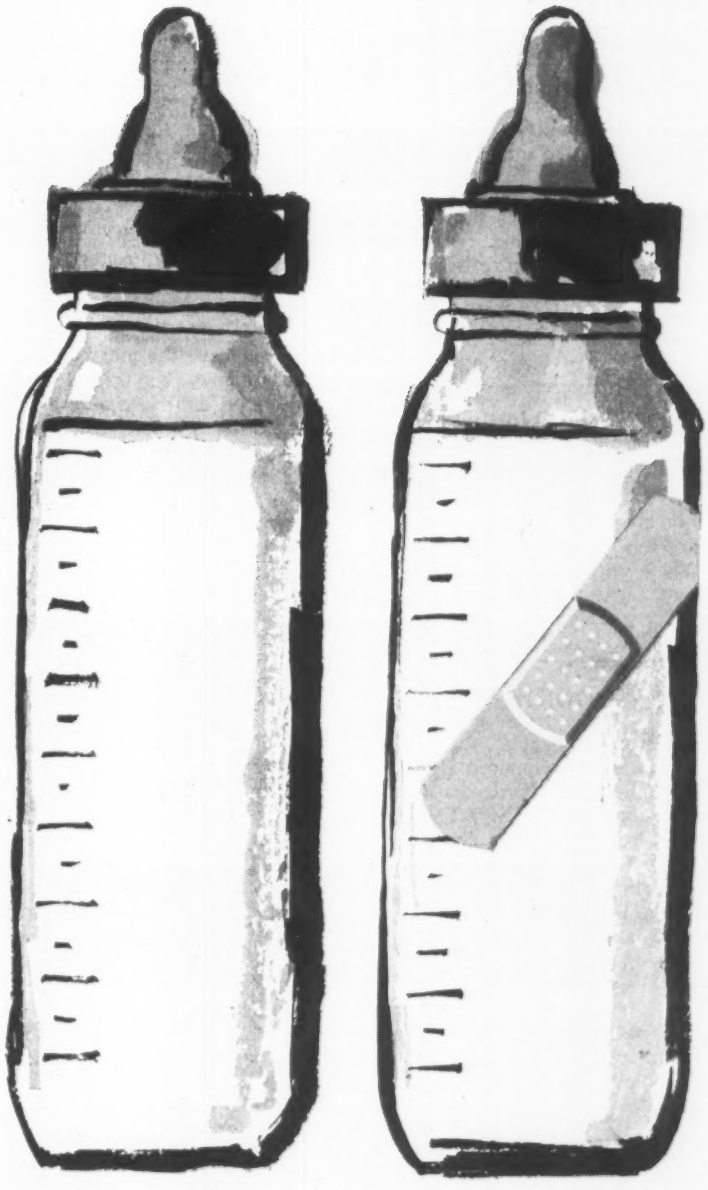
Broadcasters have "the added responsibility" of labeling editorials as such, FCC Comr. Robert T. Bartley warned Thursday (Oct. 16) in describing editorializing as a "tremendous" program source. Addressing the Massachusetts Broadcasters Assn. in Boston, Comr. Bartley traced development of the government's independent agencies and lauded FCC's achievements "on a budget of less than 5 cents a year per person in the United States." He said only 160 persons handle the 4,500 standard am, fm and tv stations.

W. C. Swartley, vice president of Westinghouse Broadcasting Co., was elected president of MBA, succeeding Roy Whisnand, WCOP Boston. Other new officers are Herbert Krueger, WTAG Worcester, vice president; Thomas Gorman, WEEI Boston, secretary, and Richard Adams, WKOX Framingham, treasurer. New directors elected were Otto Arnold, WBSM New Bedford; Bernard Waterman, WAAB Worcester; Arthur Haley, WORL Boston; Earl Clement, WBET Brockton, and Mr. Whisnand.

Arizonans to Gather Nov. 21

Arizona Broadcasters Assn. annual meeting will take place on November 21 at the Pioneer Hotel in Tucson, it was announced last week. Guest speakers will include Joe Floyd, president of Mid-Continent Broadcasting Co., which owns KELO-TV Sioux Falls, S. D., and FCC Commissioner Robert T. Bartley. Present officers of the association include: Tom Wallace Sr., KTKT Tucson, president; Arle Woolery, KSUN Bisbee, vice president; John Hogg, KOY Phoenix, secretary-treasurer. Board of directors includes Ray Smucker, KIVA-TV Yuma, Richard O. Lewis, KTAR Phoenix, Charles Saunders, KCLS Flagstaff, and Homer Lane, KOOL-AM-TV Phoenix.





A harried mother writes: "My twin babies have different formulas. So when it comes to feeding, I put a BAND-AID Plastic Strip on the boy's bottle so that I can tell the formulas apart."

There may be many ways to use adhesive bandages...but there's only one way to use the BAND-AID trademark correctly ...please say

BAND-AID Adhesive Bandages

TRADEMARK

Remember—all adhesive bandages are *not* BAND-AID Adhesive Bandages! "BAND-AID" is actually a trademark... one of the most widely known in the world... recognized in more than 50 countries.

It means Johnson & Johnson, not the name of a product...and it refers to a *whole family of products made only by Johnson & Johnson.*

The "BAND-AID" trademark is always followed by the product name, i.e. BAND-AID Plastic Strips, BAND-AID Plastic Tape, BAND-AID Butterfly Closures, BAND-AID Patch, Spot, Strip.

We appreciate your mentioning our products and we hope you will continue to do so. But when you do, won't you please use the *full name* correctly.

Johnson & Johnson

The most trusted name in surgical dressings

RTNDA STAGES POLITICAL BOUT ON CHICAGO CONVENTION PROGRAM

- **Alcorn, Butler spar over advertising, Harris committee**
- **Murrow says newsmen derelict in public responsibility**

Verbal tussle between National Committee Chairmen Meade Alcorn and Paul Butler over tv grants sparked the Radio-Tv News Directors Assn.'s 13th annual convention in Chicago last week.

Radio-tv newsman also were chastised by CBS commentator Edward R. Murrow for being derelict in their duties to inform the public.

Sparring matches between the GOP's Alcorn and Democrat Butler, the highlight of the Wednesday evening dinner, involves the workings of the House Oversight Subcommittee headed by Rep. Oren Harris (D-Ark.).

Mr. Butler charged the Republicans with having "all the smart ones in the field of persuasion and propaganda. They have at their disposal—and have had for a long time—all the best, slickest minds from Madison Avenue and Whittier, Calif., that money could buy." He commented that future GOP campaign statements "will hold all of the excitement and suspense of the third showing of *Lassie* on tv."

Mr. Butler chastised President Eisenhower for his appointment of former FCC Comr. Richard A. Mack and broadly questioned other appointments to regulatory agencies.

Comr. Mack was indicted last month by a Federal Grand Jury in Washington, D. C., on charges he sold his vote in the Miami ch. 10 case [LEAD STORY, Sept. 29].

Mr. Alcorn, in turn, accused the Harris subcommittee of postponing further hearings and tv grants until after the election and suggested that Democrats were not entirely blameless in "the influencing of tv channels." Mr. Alcorn charged that "the Harris subcommittee has at its disposal certain information which it will not permit to see the light of day until after the elections." He added, "It isn't the Republican members of the Senate who own chains of tv stations and who seek to influence grants."

The Harris subcommittee was accused by Mr. Alcorn of not wanting to get at evidence but indulging in "gossip" and "character assassination." He charged the subcommittee has not been "fair or decent" in its hearings.

In his Wednesday speech, Mr. Murrow suggested that 20 or 30 corporations which advertise on tv turn over one program each year to the network for a special show on information. He questioned the wisdom of such advertisers devoting their programs exclusively to the sale of goods and services.

"I refuse to believe that the presidents and chairmen of the boards of these big corporations want their 'corporate image' to consist exclusively of a solemn voice in an echo chamber, or a pretty girl opening the door of a refrigerator, or a horse that talks. They want something better, and on occasions some of them demonstrated it."

Making plain he did not speak for CBS but only for himself, Mr. Murrow stated: "I am entirely persuaded that the American public is more reasonable, restrained and more mature than most of our industry's program planners believe. Their field of controversy is not warranted by the evidence. I have reason to know, as do many of you, that when the evidence on a controversial subject is freely and commonly presented, the public recognizes it for what it is—an effort to illuminate rather than to agitate."

"Newspapers and magazines are the only instruments of mass communications which remain free from sustained and regular critical comment," Mr. Murrow noted, adding that "If network spokesmen are so anguished about what appears in print, let them come forth and engage in a little sustained and regular comment" regarding those media.

Mr. Murrow charged that networks will not defend "their vital interests," with particular reference to the networks' silence on the State Department ban of journalists in Red China. He also pointed out that FCC Chairman John C. Doerfer has had to publicly prod broadcasters "to engage in their legal right to editorialize." He stated: "Of course to undertake an editorial policy, overt and clearly labeled and obviously unsponsored, requires a station or a network to be responsible. Most stations today probably do not have the manpower to assume this responsibility, but the manpower could be recruited. Editorials would not be profitable; if they had a cutting edge they might even offend. It is much easier, much less troublesome to use the money-making machines of tv and radio truly as a conduit through which to channel anything that is not libelous, obscene or defamatory. In that way one has the illusions of power without responsibility."

The CBS commentator contended that

RTNDA Recognizes 16 With 1958 News Awards

Three trophies and 16 citations for broadcast news service were announced Oct. 18 by Radio Television News Directors Assn. at its Chicago convention. The RTNDA's annual awards competition was conducted by the Radio-Tv Dept. of Medill School of Journalism, Northwestern U.

These three trophies were awarded:

WKY-TV Oklahoma City—Outstanding tv news operation of 1958; Bob Gamble, news director; Norman P. Bagwell, manager.

WTVJ (TV) Miami—Outstanding news story or informational series televised in 1958; Ralph Renick, vice president in charge of news; Lee Ruwitch, manager.

WTOP Washington—Outstanding 1958 news story or informational series—Edward F. Ryan, news director; Lloyd W. Dennis Jr., manager.

A top award was not made for the outstanding radio news operation in 1958 but a number of stations received distinguished achievement awards. The WTVJ trophy was based on the station's regular editorials, begun in September 1957, the judges recognizing the impact of the series on the community. WTOP's trophy was awarded for coverage of the Explorer I launching at Cape Canaveral, Fla.

Distinguished Achievement Awards went to the following stations:

Television News Operation—WBAP-TV Fort Worth, James A. Byron, news director, and George Cranston, manager; WFGA-TV Jacksonville, Fla., Harold Baker, news director, and Jesse H. Cripe, manager; WMBD-TV Peoria, Ill., Charles F. Harrison, news director, and Charles C. Caley, manager.

Radio News Operation—WBBM Chicago, William G. Garry, news director, and H. Leslie Atlass, manager; KROS Clinton, Iowa, Lee F. White, news director, and B.

MR. RENICK MR. GAMBLE MR. RYAN

M. Jacobsen, manager; WSM Nashville, Tenn., Bill Williams, news director, and Robert Cooper, manager; WJR Detroit, William Sheehan, news director, and Worth Kramer, manager; 2GB Sidney, Australia (special foreign citation), Hugh Elliot, news director, and B. C. Button, manager.

Television News Story or Informational Series—WBBM-TV Chicago, William G. Garry, news director, and H. Leslie Atlass, manager; KLZ-TV Denver, Jim Bennett, news director, and Hugh B. Terry, manager; WMBD-TV Peoria, Ill., Charles F. Harrison Jr., news director, and Charles C. Caley, manager; KOMU-TV Columbia, Mo. (U. of Missouri), Phil Berk, news director, and Glen Griswold, manager.

Radio News Story or Informational Series—KGVO Missoula, Mont., Don Weston and Ron Richards, news directors, and A. J. Mosby, president; WOOD Grand Rapids, Mich., Dick Cheverton, news director, and Willard Schroeder, manager; KDKA Pittsburgh, James Snyder, news director, and L. R. Rawlins, manager; KMOX St. Louis, Rex Davis, news director, and Robert Hyland, manager.

Judges of the competition were J. Frank Beatty, BROADCASTING; Marlowe Froke, WILL-TV Urbana, Ill. (U. of Illinois), and Raymond Nelson, NBC news, Chicago. The contest was supervised by Baskett Mosse, chairman of the Medill Radio-Tv Dept.

"One of the basic troubles with radio and tv news is that both instruments have grown up as an incompatible combination of show business, advertising and news. Each of the three is a rather bizarre and demanding profession. And when you get all three under one roof, the dust never settles.

On the credit side of the ledger Mr. Murrow acknowledged that "Potentially we have in this country a free enterprise system of radio and tv which is far superior to any other. But to achieve its climax, it must be both fair and enterprising. There is no suggestion here that the networks or individual stations should operate as philanthropists. But I can find nothing in the Bill of Rights or the Communications Act which says they must increase their net profit each year, lest the republic collapse. I do not suggest that news and information should be subsidized by foundations or private subscriptions."

"But we all know that you cannot reach the potential maximum audience in marginal time, with a sustaining program," Mr. Murrow said. "This is so because so many stations on the network—any network—will decline to carry it. Every licensee who applies for a grant to operate in the public interest, convenience and necessity, makes certain promises as to what he will do in terms of program content. Many recipients of licenses have, in blunt language, welshed on those promises. The money-making machine somewhat blunts their memories. The only remedy for this is closer inspection and punitive action by the FCC. But in the view of many this would come perilously close to supervision of program content by a federal agency."

Mr. Murrow expressed concern over the "imbalanced," the constant striving to reach the largest possible audience for everything; by the absence of a sustained study of the state of the nation.

Mr. Murrow held that tv in the main is "being used to distract, delude, amuse and insolate." He said he did not favor turning tv into a 27-inch "wailing wall" for longhairs but would like to see it reflect occasionally "the hard, unyielding realities of the world in which we live. I would like to see it done inside the existing framework, and I would like to see the doing of it redound to the credit of those who finance and program it." The responsibility "rests on big business and on big tv and it rests at the top," Mr. Murrow declared. "Responsibility is not something that can be assigned or delegated. And it promises its own reward: good business and good tv."

Dr. Frank Stanton, CBS Inc. president, commenting in New York, said he had "read with interest" an advance copy of Mr. Murrow's speech.

"What he has to say," Dr. Stanton asserted, "does not, of course, reflect the views of CBS management, but we think it most healthy that in industry meetings such as the one he is addressing, there be frank and full statements of individual opinions.

"On one thing we are certainly in agreement with Mr. Murrow—that broadcasting hopes to play an increasingly important part in enabling the American people to get the information they must have to make wise judgments."

Dr. Stanton was last year's recipient of RTNDA's Paul White Memorial award for outstanding contributions to radio-tv journalism.

The RTNDA convention, held at the Sheraton-Blackstone Hotel in Chicago Wednesday through Saturday evening, drew upwards of 200 members and their wives, with Jack Krueger, WTMJ-AM-TV Milwaukee, presiding as president.

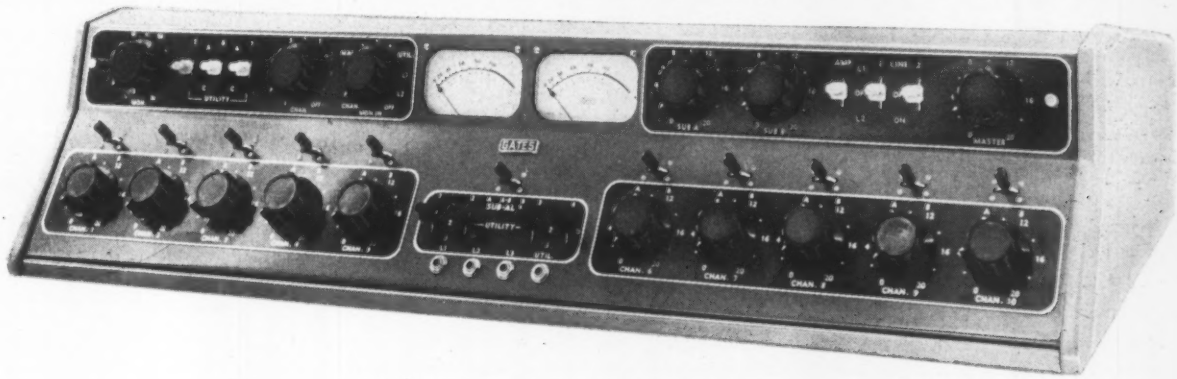
Opening sessions Thursday morning were devoted to discussions of documentaries and radio and tv editorials, under chairmanship of William Small, WHAS-AM-TV Louisville, RTNDA vice president-programs.

Highlights were these:

Samuel M. Sharkey Jr., NBC editor of news, cautioned newsmen to (1) let the interviewee develop his own points, (2) use sound effects "only if they add something to the documentary," (3) build up their own libraries, including network tapes.

Irving Gitlin, CBS director of public affairs, suggested the most important and basic rule in tv documentaries is to hold narration to a minimum. The major mistake of such documentaries: over-ambition, with

FAMOUS FOR FAULTLESS PERFORMANCE AND OUTSTANDING RELIABILITY



Gates *TV-10* console for television

Quality is emphasized throughout the Gates TV-10. Ten mixing channels select into two program buses, each bus with its own program amplifier and submaster gain control. By key selection, any combination of channels may be faded as a group, or by the flip of a key, all may be faded together. TV-10 console has a 10 preamplifier capacity, with 6 supplied as standard equipment. Seven unwired utility keys are provided for use at station's discretion. Gates TV-10 is supplied complete with tubes, two regulated power supplies, dual program amplifiers, relay unit and monitoring amplifier.
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to get programs and sponsors together, anytime

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And with Videotape, stations can plan more "local live" programs . . . increase the number of "local live" commercials . . . build up station income.

But this is just part of the story. Let us tell you how completely the Ampex VR-1000 Videotape Recorder is changing the face of television. Write today.

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AMPEX
CORPORATION
professional products division

*TM AMPEX CORP.

the subject covering too much ground and appearing too impersonal and vague. The most important element: simplicity.

Richard Yoakum, Indiana U. school of journalism, reported on the school's recent survey on editorials. The research showed: that 42% of all stations editorialize; among RTNDA members, 31% editorialize on a regular schedule and 48% occasionally; about three quarters of the stations permit news directors to write editorials; in 57% of the stations, the station manager requests an editorial from news directors; most directors feel editorials should be part of their responsibility; a small group believes radio and tv stations should not editorialize.

Discussing the tv editorial, Ralph Renick, WTVJ (TV) Miami, reported his station has aired 251 editorials on state and local affairs since Sept. 2, 1957 (on a nightly basis) and has reaped larger audiences, greater community prestige and respect and admiration of advertisers.

He offered these suggestions to other newsmen:

Strive to achieve a real sense of fairness; attempt to present both sides before drawing your conclusions; surround yourself with a staff of professionally-trained news people for a "thorough, accurate job of research"; continually work to win and maintain the confidence of management; program editorials regularly rather than as "scattered, one-shot offerings"; clearly identify the editorials; incorporate a "fearless presentation of opinion"; don't overemphasize minor things; use editorializing ("a tremendous power") cautiously.

Keynote address at the Thursday luncheon was delivered by Jim Bormann, WCCO Minneapolis. He pointed out that two kinds of radio have emerged through a period of evolution . . . "the solid and responsible type of broadcasting that bears a close kinship to radio that flourished in the days when the RTNDA standards of practice were adopted in 1950; the other, an 'all-shook-up' kind of radio that chooses to call itself modern." He stated:

"Responsible broadcasters in some areas are hard put to meet the new challenge of high velocity programming. Some are tempted to compromise, and some have already yielded. As professional newsmen, we should seize the opportunity to help management make this difficult decision. We hold the answer to the problem. A strong news staff can marshal a force against which the juke boxes have no defense. In market after market, it has won the battle. It is destined to win the war, I firmly believe, if we can demonstrate to management that news with integrity . . . is a secret weapon."

Mr. Bormann said "the entrepreneurs of this so-called 'modern' form of broadcasting freely admit they would prefer to get along without news . . . just grind out music from sign-on to sign-off." The public will support "mature and responsible" news reporting, he contended. "Showmanship is a necessary ingredient, but solid news coverage is the mainstay." Mr. Bormann also scored the disc jockey-newsman as "inimical to the professional standards which we represent."

At a Thursday radio workshop Robert K. Byars, vice president, MacFarland, Aveyard & Co., told how his agency's client, Alemite, turned to radio news advertising in 1953. It found radio the most effective medium to reach dealers and jobbers via a 52-week news program in 70 markets and a 26-week series in 50 others. As a result of this policy, Alemite sales in 1958 are ahead of last year's record. Sponsorship of news gave the client year-round consistency, frequency, sponsor identification, prestige and a uniform pattern and strong merchandising possibilities.

Broadcast stations should offer a full news service to meet the growing public need for information, NAB President Harold E. Fellows said at the Friday luncheon. He conceded some stations neglect the local scene, relying exclusively on news services.

Stations that editorialize, he said, should do so "only after developing a full reporting service, for knowledge begets the right to express opinion." He added that editorial comment should always be labeled as such.

RAB's Radio Advertising Clinic To Be Run on Round-Robin Basis

Radio Advertising Bureau last week announced that its two-day National Radio Advertising Clinic on Nov. 18-19 will have a new format: round-robin conferences. Approximately 700 station and advertising executives are expected to attend the clinic at the Waldorf-Astoria in New York.

Kevin Sweeney, RAB president, explained the "round-robin" plan in this way: about a dozen groups will be formed, each consisting of about 12 station executives and four agency staffers. There will be a moderator at each table. After 40 minutes of discussion, questions and answers, all people in each group except the moderator will shift to a different table. Mr. Sweeney believes the rotation technique will "give everybody a chance to pick each other's brains."

UPCOMING

October

Oct. 20-24: Society of Motion Picture & Television Engineers, 84th semi-annual convention, Sheraton-Cadillac Hotel, Detroit, Mich.
Oct. 21-22: Illinois Broadcasters Assn., fall meeting, Inman Hotel Champaign.
Oct. 22-24: NBC Radio and Television affiliates annual meeting, Plaza Hotel, New York.
Oct. 23-24: Audit Bureau of Circulation, 44th annual meeting, Drake Hotel, Chicago.
Oct. 23-25: AFA, 10th district convention, Lubbock, Tex.
Oct. 23-26: High Fidelity Music Show, Wisconsin Hotel, Milwaukee.
Oct. 24-26: AFA, third district convention, Raleigh, N. C.
Oct. 25: UPI Broadcasters of Indiana, fall meeting, Van Orman Northcrest Hotel, Fort Wayne.
Oct. 25-26: AWRT, Pennsylvania conference, Erie.
Oct. 27-28: AAAA, eastern region's annual meeting, Biltmore Hotel, New York City.
Oct. 28-29: Central Canada Broadcasters Assn., Westbury Hotel, Toronto, Ont.
Oct. 29: U.C.L.A. Publicity Clinic, Chamber of Commerce, Los Angeles.
Oct. 29-30: CBS Radio Affiliates Assn., annual convention, Waldorf-Astoria Hotel, New York City.

NAB FALL CONFERENCES

Oct. 20-21, Somerset Hotel, Boston.
Oct. 27-28, Statler Hilton Hotel, Washington, D. C.

10,000 miles away
but I'm sold "live"
Captain Fortune
KPIX Television (Westinghouse)
"We Videotaped* my programs before I left for a 3-week assignment in Brussels. I went on looking 'live' on an uninterrupted schedule in San Francisco. My clients were happy—and there was no loss in station revenue."
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market data, billings, ratings, programs, awards, talent, historical facts—all arranged and indexed for instant reference

station listings by state and city show executive personnel, network, power, frequency or channel; separate directories by call letters, frequencies, newspaper and group ownership

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GE Links 640 Miles in One Hop In Over-Horizon Relay for USAF

General Electric Co. has completed in "record" time an over-the-horizon relay project for the U. S. Air Force, bridging 640 miles in a single hop. The single-hop tropospheric scatter system may hold the key to eventual transoceanic television, GE's technical products department believes.

GE designed and developed the single-sideband relay in conjunction with the Lincoln Laboratory of Massachusetts Institute of Technology at Lexington, Mass. It has been under test between Millstone Hill near Boston and Sauratown Mt. near Winston-Salem, N. C.

GE said such development normally requires 6 years but that this project required only 1½ years from drawing board to completion. It is a prototype for the first over-the-horizon communication system to be used by the Air Force as the main line link between advanced Arctic bases. GE was prime contractor under a $10 million Defense contract.

The new two-way scatter system develops one billion watts effective radiated power and the single hop would replace the 26 microwave relay stations presently required to bridge a 640-mile span. The O/H system now linking Florida and Cuba spans 185 miles. The new system offers "extreme reliability," according to GE, in the order of 99.99% of operating time. Of the total 8,760 hours in a year, the system would fail to get a message through for only split seconds at a time totaling less than a half-hour during the year, GE claimed. The O/H scatter system functions by beaming high-powered signals with a huge parabolic antenna into the troposphere. A similar antenna at the receiving end "scoops up" the tropospheric-reflected scatter by aiming so as to intersect the beam in the sky. Most of the signal continues on into space and is unusable since it is only partially reflected, or "scattered."

Electronics Output on Increase

Expanding output of military electronic equipment, plus a greater than usual seasonal upswing in radio-tv set production since mid-year, is making up for the lag in factory output during the first half of 1958, the U. S. Dept. of Commerce reports. But it is estimated the industry total still will be $100 million behind 1957's record total of $7 billion at year's end. (Figures are exclusive of development-research expenditures.) This will be the first year since the advent of tv that electronic product output did not increase.

RCA Opens Burlington Plant

RCA has announced completion of its first major plant facility in New England, located at Burlington, Mass., as well as the establishment of a new RCA department, to be known as the Missiles, Electronics & Controls Dept., RCA Defense Electronic Products. The new department will occupy the Burlington plant, which will be managed by W. B. Kirkpatrick, who formerly headed the Airborne Systems Dept., of RCA Defense Electronic Products, Camden, N. J. Dr. R. C. Seamans Jr., former manager and chief systems engineer of the Boston Airborne Systems Lab, becomes chief engineer of the new dept.

ITT Amplifier Being Developed To Extend Over-Horizon Signal

A new amplifier, still in the laboratory stage, has been announced by the International Telephone & Telegraph Corp. which will extend by 100 miles the present 250-mile range of over-the-horizon microwave scatter radio relay links. O/H radio relays, such as the one linking Florida and Cuba for television and telephone service, bounce signals off the troposphere to span distances without intermediate relays.

Developed at the ITT laboratory in Nutley, N. J., the new device is a parametric amplifier which has the capacity to increase the volume of the received signal without amplifying extraneous radio noise. The basic element of the amplifier is a subminiature silicon diode component, also an ITT development. Equally important is the fact that the new amplifier will permit O/H links to operate at the same efficiency with 90% less power than presently required, ITT explained.

Gen. Sarnoff to Speak Nov. 11

The main address during the Washington, D. C., observance of Veteran's Day, Nov. 11, will be delivered by Brig. Gen. David Sarnoff, RCA board chairman. The annual ceremony is held in the Memorial Amphitheatre at Arlington (Va.) National Cemetery.

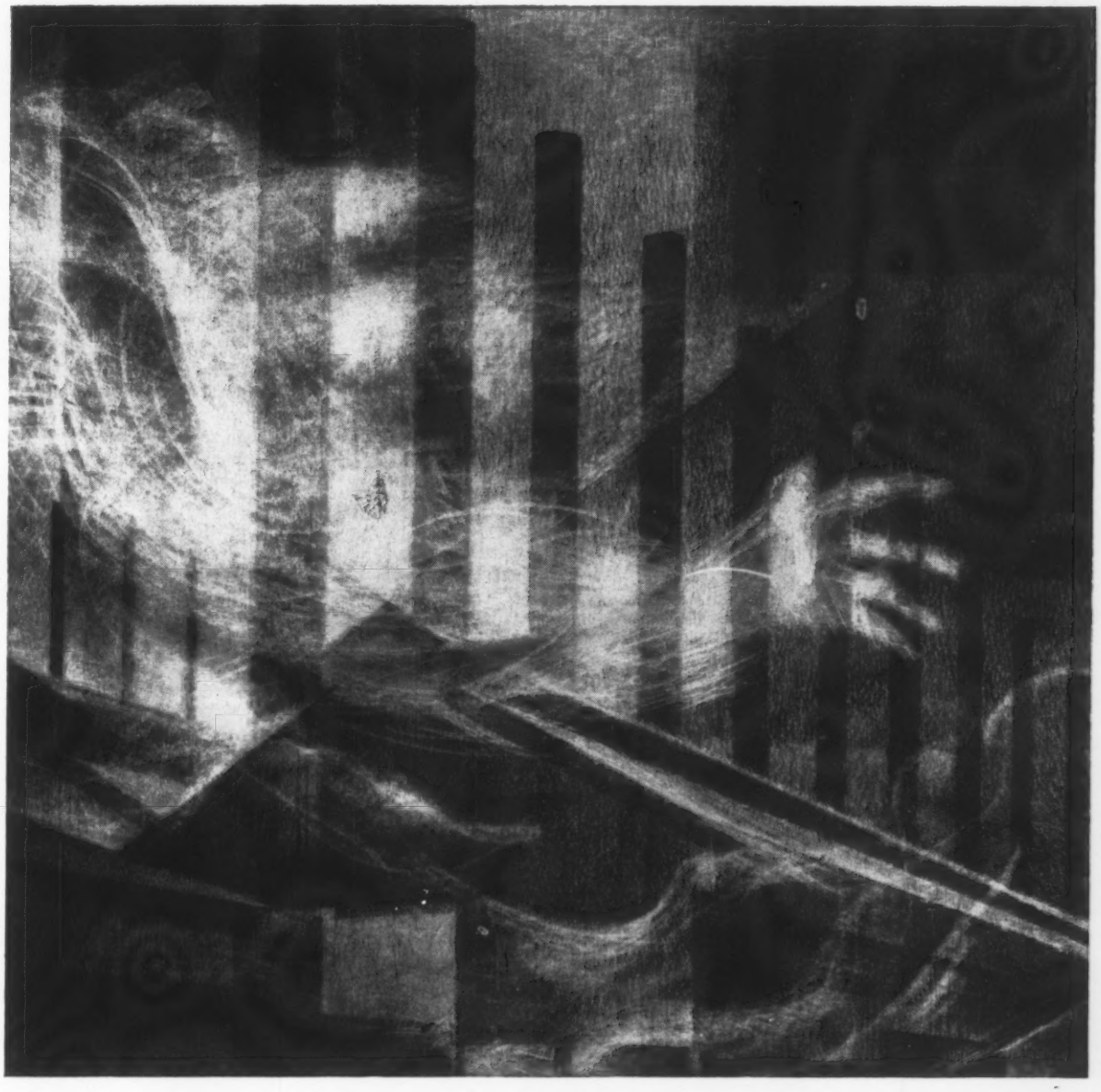
Webcor Puts $6 Million in Plant

Plans for a new $6 million plant and office building for Webcor Inc. in suburban Chicago were reported last week by Titus Haffa, board chairman of the firm (phonographs, high fidelity equipment, magnetic tape recorders). The plant will be located on 45 acres, purchased from Haffa-owned Haber Corp., spread over suburban Berkeley and Bellwood, Ill. Construction will start shortly. The structure will be a one-story building with 500,000 feet of floor space and serve to consolidate operations maintained in five other Chicago locations.

MANUFACTURING SHORTS

ITT announces consolidation of two divisions—Federal Telephone & Radio Co., Clifton, N. J., and Farnsworth Electronics Co., Fort Wayne, Ind. New name for merged operation will be announced later. Division headquarters will be at Clifton and manufacturing operations will be maintained in both cities. Delbert L. Mills, president of Federal Telephone, will head combined divisions. Vernon L. Hagg, v.p. of Farnsworth's missile test equipment, has been named Fort Wayne general manager.

Shielding Inc., Riverton, N. J., control has been bought by Continental Mining & Oil Corp., Washington. Firm manufactures radio interference-free enclosures used in electronics industry and missile launching.



THE PHANTOM OF THE OPEN HEARTH

How would you like to build a $45 million open hearth furnace with only $10 million? You think it can't be done? At United States Steel, we *know* it can't be done. But under the existing tax laws on depreciation we're supposed to do it.

Because it cost only $10 million to build an open hearth furnace 25 years ago, that's all that the tax laws let us set up to replace it when it wears out—even though it costs $45 million to build one today. The additional $35 million has to come from profits. But profits we spend on replacement are only phantom profits. They can't be used for research, expansion, payments to our shareholders—the things profits *should* be used for. We have to use them just to stand still.

Last year, nearly ¼ of all the profits that United States Steel earned were phantom profits.

USS is a registered trademark

USS United States Steel

LIBEL RESTRAINTS ON RADIO-TV TO GET U.S. SUPREME COURT TEST

- **Justices to hear N. D. Farmers Union vs. WDAY-TV**
- **Case, on docket for later in session, called decisive**

The 30-year-old law that handcuffs broadcasters during political campaigns has finally reached the U. S. Supreme Court.

A test of Sec. 315 of the Communications Act was granted Oct. 13 by the highest court. This provision of the original Radio Act of 1927 and the Communications Act of 1934 has kept broadcasters helpless to prevent candidates from making libelous statements on the air.

Later in its current session the Supreme Court will hear argument in the appeal filed by the North Dakota Educational & Farmers Union from a decision handed down in early 1957 by a North Dakota district court. [LEAD STORY, Feb. 4, 1957].

"This test should decide the responsibilities, duties and liabilities of broadcasters in political programs," said Douglas A. Anello, NAB chief attorney.

The farm group started a long series of legal maneuverings nearly two years ago after it felt aggrieved at statements made on WDAY-TV Fargo, N. D., by A. C. Townley, an independent candidate for U. S. Senator in the 1956 campaign.

When the union asked $150,000 damages because of Mr. Townley's broadcast remarks, it provided an opening for what may be a classic test of Sec. 315 with its built-in backfire against stations carrying candidate's statements. Candidate Townley polled 937 votes out of 244,161 cast in the 1956 North Dakota senatorial race.

WDAY-TV carried the Townley comments, knowing they contained potential grounds for libel, because refusal to carry them would have been illegal. The comments contained violent attacks on the union and on two other candidates in the senatorial race.

The original union court suit served as a test of a state law excluding broadcasting stations from liability for "any damages for any defamatory statement published or uttered in or as a part of a visual or sound radio broadcast, by one other than such owner, licensee or operator, or agent or employe thereof."

This state law is an abbreviated version of NAB's model libel statute, which is less sweeping.

In a decision handed down May 23, 1957, the district court dismissed the suit against WDAY-TV, holding the state's libel exemption for broadcasters to be unconstitutional under both state and federal constitutions. But the court held Sec. 315 creates legal privilege for the station. The union promptly appealed to the North Dakota Supreme Court. NAB entered the case as a friend of the court.

The case was argued Oct. 3, 1957, before the state's highest court. NAB contended broadcasters should be immune from liability for libelous remarks made by candidates since they are powerless to censor the statements.

In a 4-1 decision last April 3 the state's highest court held WDAY-TV is not liable for the candidate's comments, upholding the lower court on this point. Judge P. O. Sathre, in writing the opinion, held, "We cannot believe that it was the intent of Congress to compel a station to broadcast libelous statements and at the same time subject it to the risk of defending actions for damages." The state libel law was not before the appellate court in this appeal.

The U. S. Supreme Court will hear arguments later in the term. In requesting a review of the state ruling the farm union argued "the door will be open to shocking possibilities in future political campaigns" if the North Dakota decision stands and the Communications Act is interpreted to allow broadcasting of libelous statements. The U. S. Dept. of Justice and FCC also asked the high court to review the state's decision.

A libel action filed against Mr. Townley by the union is still pending in a Cass County (N. D.) court.

The farm union filed a separate suit against KFGO Fargo, N. D., asking $2.4 million damages. This suit was settled out of court for $10,000 [AT DEADLINE, Oct. 6]. In addition to cash payment, KFGO extended a public retraction and statement of regret and a covenant was agreed upon to dismiss the suit. It precludes further legal action against the station.

Pickwick in Market for Station So It Can Broadcast Own Records

If you can't get a play for your record albums on a radio station—buy a piece of it.

This appears to be the philosophy of Pickwick Sales Corp. President Cy Leslie, whose company sells low-priced record albums nationally in the millions. Mr. Leslie last week let it be known he was negotiating for purchase of three radio stations, one of them a daytimer located in New England.

Said Mr. Leslie: "We are . . . in the market for independent radio stations regardless of their location."

Reason is that as a record firm, Pickwick wants to get air play for his labels. Mr. Leslie believes it "ridiculous" to have a "hit or miss with air play when it is an absolute necessity in order to garner sales. . . . The last few years have been very good to us . . . radio station revenues have also been excellent. Why not diversify and at the same time strengthen our basic business? It's only common sense."

The Pickwick operation, based in New York, is a big one. Its labels, "Design," "Cricket" (for children) and "Stereo-Spectrum" (stereophonic), are all sold through mass outlets—retail stores, supermarkets, drug store chains, variety stores and even furniture retailers. Volume hit some 5 million albums last year, the monaural records selling at about $1.49 and the stereophonic discs at $2.98.

Uhf Broadcaster Blames FCC For Hartford Loss

William L. Putnam, president and general manager of ch. 22 WWLP (TV) Springfield and ch. 32 WRLP (TV) Greenfield, Mass., had few kind words to say last week about the CBS decision to close down its Hartford uhf outlet, WHCT (TV). He laid the blame for failure of the CBS station right on FCC's doorstep in a news release.

"The Hartford problem unfortunately has been a long predictable result of the Commission's lack of active support of its own policy of local community service. The Commission has long stated that local community service is of the utmost importance as an integral part of any television station's service to its community, but for the past several years the Commission's decisions have been directly opposed to this kind of service. Not only is the Hartford case cutting down on community service, but it will eventually cause Springfield to lose all identity as a community in the Connecticut Valley area except on our own stations."

THIS IS THE JINGLE MILL RECORD

$38 PER JINGLE ON CONTRACT
COMPLETELY CUSTOM MADE

Price applies to the United States Only

OVER 400 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
OVER 7,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.

JINGLE MILL
201 West 49th St., New York City

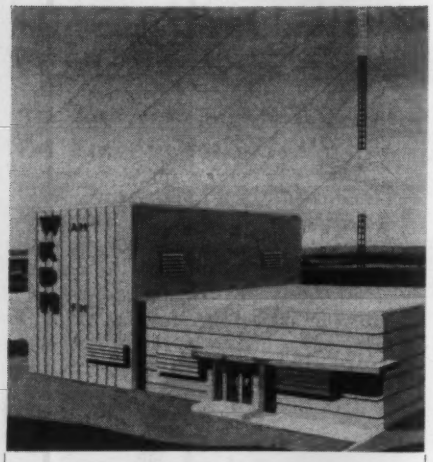
The Day the Railroads Tamed Time

At exactly high noon on the day of November 18, 1883, all railroad clocks in the United States were set to a newly established Standard Time. And thus was ended, once and for all, the nationwide confusion caused by the fact that there were then more than 100 different local times under which trains were being operated.

This historic step – the adoption of Standard Time – was taken 75 years ago by a group of railroad officers organized as the General Time Convention, a forerunner of the Association of American Railroads. Meeting at the Grand Pacific Hotel in Chicago, they devised a system of Standard Time dividing the nation into four zones based on sun time at the 75th, 90th, 105th and 120th meridians west of Greenwich. Standard Time was quickly accepted throughout America, and eventually spread all over the world.

Railroad men realized in 1883, as they do today, that efficient transportation is precision transportation. It is this precision of operation that helps make possible the dependable, low-cost railroad service upon which a dynamic American economy depends.

ASSOCIATION OF AMERICAN RAILROADS • *Washington, D. C.*



GROUND-BREAKING ceremonies for the new WKDN-AM-FM Camden, N. J., studios (drawing above) are being planned to coincide with WKDN's Nov. 1 tenth anniversary celebrations. Closing date for bids to construct the two-story building (representing a $100,000 investment) is Oct. 21. The new facility is located 300 ft. north of the outlet's present 281 Mt. Ephraim Ave. address.

Public Affairs Dept. at WCAU-TV

A department of public affairs has been organized by WCAU-TV Philadelphia. The new department, headed by General Manager John A. Schneider, will be responsible for planning and telecasting all public affairs programs.

Other WCAU-TV staffers assigned to the department include Jack Dolph, program director; Don Lenox, director public affairs; Charles Shaw, news director; Margaret Mary Kearney, educational director; Robert N. Pryor, promotion-information services director; George Dessart, associate producer; Warren Wright, executive producer, and Bur Sienkiewicz, information services supervisor.

WCAU-TV public affairs writers are Bill Bode, John Foland and Bill Wolf. Department directors: Glenn Bernard, Jim Hirschfeld and Tony Verna. Newsmen: Barry Nemcoff and Lou Clark.

STRAIGHT SHOOTIN'

Yes, straight shootin' with **NEW HIGH POWER** right into 365,000 television homes in the heart of Mid-America's agricultural and industrial markets. WREX-TV has increased its power to 229,000 watts E.R.P. video and 114,000 watts E.R.P. audio. Now, the sales power of WREX-TV spans market portions of over 30 counties in Southern Wisconsin, Northern Illinois and Eastern Iowa.

Represented by H-R Inc.

ABC—CBS

WREX-TV

CHANNEL 13 ROCKFORD

CBS Radio Spot Sales Heads Meet Oct. 28 in New York

The annual sales conference for general managers and sales managers of seven CBS-owned stations and seven affiliated stations represented by CBS Radio Spot Sales will be held Oct. 28 at the Hotel Pierre in New York.

The sales managers meeting, presided over by Gordon F. Hayes, general manager of CBS Radio Spot Sales, will include conferences on sales, research, programming, promotion and advertising for the coming broadcast year.

Speakers include: Mr. Hayes; Jules Dundes, vice president, CBS Radio station administration; Carroll V. Hansen, program coordinator, CBS-owned stations; Edward O'Berst, director of research for the representative firm; George Arnold, manager, radio spot sales development; Fred S. Heywood, manager of the radio spot sales promotion department, and the sales managers of the seven CBS Radio Spot Sales offices: Milton (Chick) Allison, New York; Tom Peterson, Chicago; Byron Nelson, San Francisco; Ralph Patt, Detroit; Roland McClure, Los Angeles; George Swearingen, Atlanta, and Eugene Myers, St. Louis.

The meeting will be highlighted by the representative firm heads and station managers playing host to several hundred agency and client guests at a cocktail party after the business sessions.

Stations and regional networks represented by CBS Radio Spot Sales: WCBS New York; WBBM and WBBM-FM Chicago; KNX Los Angeles; WCAU Philadelphia; WTOP Washington; WEEI Boston; KCBS San Francisco; WCCO Minneapolis-St. Paul; KMOX St. Louis; WBT Charlotte; WRVA Richmond; KSL Salt Lake City; KOIN Portland; WMBR Jacksonville; CBS Radio Pacific Network, and the CBS Radio New England Network.

WABC-TV Quarter Profits Rise

WABC-TV New York achieved a record 49% profit increase for the third quarter over that of the same period of 1957, according to Robert L. Stone, vice president in charge of the station. Mr. Stone said that profit for the first nine months of this year is 53% over the profit of the corresponding period of 1957.

NAME VALUE

Although broadcasters traditionally operate under a voluntary ban on hard liquor advertising, Don's & Ben's, a chain of 10 San Antonio liquor stores, is hitching its $10,000 radio budget onto KITE there. The campaign grew out of a notion by KITE account executive Ed Winton, who saw that there were possibilities outside of potables in Don's & Ben's.

The firm's name (derived from owners Don and Ben Nurick) was seen by Mr. Winton as a natural for a couple of characters in humorous commercials. The idea proved acceptable to the Nurick brothers and agency, Bernard M. Brooks Adv., San Antonio, so the spots were tried out in KITE's *Baseball Scoreboard*. Items other than hard liquor are sold in the commercials.

Don's & Ben's had such a heavy run on barbecue braziers, glassware and gifts after mentioning them in the spots that it extended the contract to cover the football, basketball and hockey seasons.

WRNL Buys Transmitter Site

WRNL Richmond, Va., has bought 30 acres of land on Basie and Bethlehem Rds. for its new 5 kw transmitter building, three towers and antenna system. They are scheduled to be in operation by year's end. A 5 kw standby transmitter and an emergency diesel power plant also are being installed. WRNL-FM's 50 kw transmitter will be moved to the site (100 ft. higher than its present location) where it will get a new antenna. The station estimates that the new facilities will double its coverage area and eliminate nighttime interference.

McGannon on Boston Agenda

Donald H. McGannon, president of Westinghouse Broadcasting Co., will address the 30th annual Boston Conference on Distribution today (Oct. 20) in Boston. He will speak on "The Wavelength and the Sales Curve," dealing with the relationship of radio and television to distribution and standards of living.

WPNC Into Operation Next Month

A new daytimer, WPNC Plymouth, N. C., is scheduled to begin regular programming early in November. Lewis R. Kurtz Jr., formerly with affiliate WPAQ Mount Airy, N. C., who has been named WPNC's manager, reports its new building is nearly completed. The station will be on 1470 kc with 1 kw.

KELLY

IS

COMING

THE NAVY'S DEADLY FLYING FISH

It's called TALOS . . . a name to remember.

It's the missile now installed on the Navy's newly-commissioned guided-missile cruiser, the *U. S. S. Galveston.* It's a surface-to-air weapon that can knock invading aircraft out of the skies.

Deadly accuracy

It's part of a weapon system conceived by Applied Physics Laboratory of Johns Hopkins University. Using an air-borne guidance system developed by ITT engineers, TALOS locks on its target...seeks it relentlessly, the way a compass needle seeks North...swiftly overtakes and destroys it.

The deadly accuracy of TALOS makes it one of the most important and successful weapons available for the defense of our skies.

The Army will use it too

So keen, so accurate is its air-borne guidance system, the Army will use TALOS too. The Navy and the Army are pooling their resources—working in close, effective cooperation—to develop land-borne, mobile launching devices and modified firing controls . . . to take the fullest advantage of TALOS' remarkable "brain power" and striking power.

The big job of ITT in missile guidance

TALOS is just one of the missile tasks that have been assigned to ITT. The Army's LACROSSE is another. ITT engineers developed its complete guidance, ground, air, tracking, and computing systems. They contributed to RASCAL, for the Air Force. They developed the launching and firing controls and test equipment for BOMARC, another Air Force missile. ITT engineers developed, designed and supplied much of the vital communication systems providing telephone service and warning information at the ATLAS intercontinental missile bases.

It's a big job—requiring research, experience, skill, imagination in electronics and other fields. It's a job that ITT is proud to be a part of.

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. . . the largest American-owned world-wide electronic and telecommunication enterprise, with 80 research and manufacturing units, 14 operating companies and 128,000 employees.

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FARNSWORTH ELECTRONICS COMPANY • FEDERAL ELECTRIC CORPORATION • FEDERAL TELEPHONE AND RADIO COMPANY • ITT COMPONENTS DIVISION
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AND MANUFACTURING PLANTS IN 20 FREE-WORLD COUNTRIES

When should a station be sold?

The obvious answer is when you get a price you can't afford to turn down.

But there are other considerations which may dictate a decision to sell. The problem then becomes one of selecting the best offer from a number of qualified buyers.

We have an inventory of experienced broadcasting people who are looking for properties ranging from a small daytimer to a multi-million operation. You can reach this nation-wide market quickly through our organization.

We are ready to sit down with you at your convenience with a "know how" and "know who" service.

Write, wire or call our nearest office.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON	**1625 Eye Street N.W.**	**NAtional 8-1990**
NEW YORK	**60 East 42nd Street**	**MUrray Hill 7-4242**
CHICAGO	**35 East Wacker Drive**	**RAndolph 6-6760**
DENVER	**1700 Broadway**	**AComa 2-3623**

'I CONFESS'

Mayor Allen Thompson of Jackson, Miss., steers clear of tape-recorded statements for news broadcasts and candidly gives the reason why. "I am quoted every day in the newspapers but I can always claim I'm misquoted," says the mayor, Inadvertently saluting the broadcast media, he goes on: "With a tape, you can play it right back. I don't like it."

Alpine Tramway to Give Access To KTSM-TV Mountain-Top Tower

KTSM-TV El Paso, Tex., has applied to the FCC for permission to build a new tower to start a $400,000 expansion program.

The 300-ft. tower would be raised on Ranger Peak in the Franklin Mountain Range (5,962-ft. above sea level, 1,943-ft. over El Paso) to which access will be by aerial alpine tramway, Karl O. Wyler Sr., KTSM-TV's president-general manager, reports. Visitors to the site may be able to see for 100 miles in any direction.

Transmitter and personnel accommodation will be in a two-story, split-level building containing 2,000 sq. ft. of space. Construction, expected to take about five months, will begin directly the permit is issued.

KHOW DENVER has appointed Peters, Griffin, Woodward station representative, it is being announced today (Oct. 20). The station was represented by PGW for a 10-year period ending in 1956 when it was known as KVOD. Robert L. Howsam, president-general manager of the Denver Bears (baseball), is principal owner. Officers of the station include John J. McEniry, general manager, and Gene Grubb, sales manager, formerly associated with KLZ and KOA in Denver, respectively. KHOW on 630 kc with 5 kw, is affiliated with ABC Radio. At the signing (l to r) Messrs. McEniry, Howsam and Arthur Bagge, PGW's midwest radio sales mgr.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WSPB SARASOTA, FLA. • Sold to the Community Broadcasting Corp. by WSPB Inc. for over $335,000. The Community Broadcasting Corp. operates WALL Middletown, N. Y., and is controlled by former Judge John Morgan Davis of Philadelphia and his wife. The sale of the station property was negotiated through the office of Don Boomhower, local realtor, with Mark Woods, former president of ABC, serving as broker. WSPB is on 1450 kc with 250 w and is affiliated with CBS.

WYLD NEW ORLEANS, LA. • Sold to Connie B. Gay by Rounsaville of New Orleans Inc. for $200,000. Mr. Gay intends to operate the station as part of his Town & Country network. Rounsaville of New Orleans has announced purchase of WTPS that city from the *New Orleans Times-Picayune* and *States & Item* for $200,000 [CHANGING HANDS, Oct. 13]. Broker was Blackburn & Co. WYLD is on 600 kc with 1 kw, day.

WIRY PLATTSBURG, N. Y. • Sold by Joel H. Scheier to Charles B. Britt Jr. for $200,000. Mr. Britt is the executive vice president of WLOS-AM-TV Asheville, N. C. Allen Kander & Co. handled the sale. WIRY is on 1340 kc with 250 w and is affiliated with MBS.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions, see* FOR THE RECORD, *page 107.*

WHBG HARRISONBURG, VA. • Sold to Radio Harrisonburg Inc., Jeffrey A. Abel, president, by Valley Broadcasters Inc. for $80,000. Radio Harrisonburg Vice President Charles E. Dillon has interests in WDOV Dover, Del., and with his wife in WOL-AM-FM Washington, D. C. WHBG is on 1360 kc with 5 kw, day.

WMDF MOUNT FLORA, FLA. • Sold to Triangle Broadcasting Corp. by Charlotte Radio and Television Corp. for $30,250. E. O. Roden (WBIP Booneville, Miss.), and other stockholders of Triangle Broadcasting have interests in WTUP Tupelo, Miss., KREL Baytown, Tex., WGCM Gulfport, Miss., WBOP Pensacola, Fla., and WRBS Tuscaloosa, Ala. WMDF is on 1580 kc with 1 kw, day.

APPEARING at signing ceremonies for the sale of WSPB Sarasota, Fla., (see below) were (l to r): Mark Woods, former ABC president and now Florida real estate man; John B. Browning, vice president and general manager of WSPB; Clyde H. Wilson, Sarasota attorney and WSPB stockholder, and Mrs. Ruth M. Burroughs, secretary-treasurer of real estate firm of Don Boomhower Inc.

Intermountain Board Re-elected; 34% Gain in Business This Year

Intermountain Network stockholders Tuesday (Oct. 14) re-elected the full slate of board officers at Intermountain's annual stockholders meet in Salt Lake City. George C. Hatch is board chairman; Lynn L. Meyer, president; Jack S. Paige, executive vice president; Wilda Gene Hatch, vice president, and George McMillan, secretary.

Stockholders at the meeting heard that Intermountain's business for the first nine months of 1958 is up 34%. The network has 47 affiliates in Utah, Idaho, Colorado, Montana, Wyoming, Nevada and Nebraska.

REPRESENTATIVE APPOINTMENTS

WARM Scranton, Pa., names Robert E. Eastman & Co., N. Y.

WBIA Augusta, Ga., appoints Walker-Rawalt Co., N. Y.

KOKE Austin, Tex., appoints McGavren-Quinn, N. Y.

KZTV (TV) Corpus Christi, Tex., appoints Branham Co., N. Y.

WMIC Monroe, Mich., names Devney Inc., nationally, and Advertising Sales Assoc., in Michigan.

A SURVEYOR'S PLUMB LINE—ANTIQUE IN ORIGIN, YET THE TRUEST FORM DEVISED FOR PLOTTING A TRUE LINE. OLD, RELIABLE AND PRACTICAL, THE PLUMB LINE IS IN USE TODAY IN THE SAME MANNER. YEARS OF USE AND EXPERIENCE HAVE CONVINCED SURVEYORS THERE'S NO BETTER METHOD. AND STATION OWNERS ARE CONVINCED THAT THE SERVICES OF BLACKBURN AND COMPANY ARE JUST AS TRIED AND TRUE, FOR NEGOTIATIONS, APPRAISALS AND FINANCING.

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Healey Building
JAckson 5-1576

WEST COAST
Colin M. Selph
California Bank Bldg.
Beverly Hills, Calif.
CRestview 4-2770

Russians Impose Further News Gags

With the return of NBC News' Moscow correspondent Irving R. Levine to the U. S. last week for a brief visit it was learned that the Soviet government has further imposed restrictions on news gathering in that country, including a high monetary charge.

Russia last Tuesday (Oct. 14) announced effective immediately that it would enforce strictly an eight-month-old rule that newsmen must submit all exposed tv or newsreel film and accompanying script narration to censorship review before shipment to the U. S. Even if approved, all film would be delayed at least 24 hours.

In addition, Russia declared (1) newsmen must get prior permission from Soviet Export Film for every story on which they plan photographic coverage and (2) a charge of $1,000 will be exacted for each 100 meters (328 ft.) of exposed film shot in the USSR, irrespective of how much footage is ever broadcast in the U. S.

Just days previous the Soviet government arbitrarily closed the Moscow bureau of CBS News in retaliation for the CBS-TV network program department's presentation of a play, "The Plot to Kill Stalin," aired on *Playhouse 90* Sept. 25. The Kremlin also lodged formal protest with the U. S. State Dept. about the drama [NETWORKS, Oct. 13].

William R. McAndrew, vice president of NBC News, said Thursday "The Soviet government's newly-announced policy on the export of news film will effectively restrict any spot film coverage of Russia. We are appealing to the State Dept. to use its influence to negotiate a lessening of the restrictions."

Radio news commentators have been required for some time to submit their scripts to Soviet censors for approval before broadcast.

CBC Splits English Networks On U. S. Organizational Lines

After almost a year of study the Canadian Broadcasting Corp. has reorganized its English-language network establishment along American network lines with a director in charge of the television network and a director in charge of the two radio networks.

H. G. Walker remains in overall charge of both the radio and tv networks, but commercial and programming activities now come under individual network directors. Peter McDonald has been appointed director of the tv network, and Eugene Hallman of the Trans-Canada and Dominion networks. Both will headquarter at Toronto.

The commercial department of the CBC as such has been eliminated, with Walter Powell, commercial manager till now, appointed executive consultant for commercials, and Ron Johnston, assistant commercial manager, appointed assistant controller of broadcasting for commercials with headquarters at Ottawa, Ont., policy headquarters of the CBC.

On the new tv network set-up Gunnar Rugheimer, former director of sales, including export sales, becomes assistant director of the tv network and will be specifically concerned with overall direction of network programming and sales. John Malloy is appointed supervisor of tv network sales, and Ian Ritchie as station relations supervisor.

Fergus Mutrie remains as director of television operations for the English network, in charge of plant and equipment.

Mr. McDonald, prior to his new appointment, was concerned only with network programming. Now he will also have charge of planning, content and distribution of the English programs.

In announcing the changes, Mr. Walker stated that "these modifications represent a streamlining of our network operations."

Changes in the radio network include the appointment of Doug Nixon as assistant director, in charge of overall direction of programming and sales. Ron Joynt is appointed supervisor of network sales, and N. Mogridge as station relations supervisor for the two English-language radio networks. John Kannawin remains director of radio operations, in charge of the physical plant.

French Commercial Tv Predicted Within Year

Commercial television should be instituted in France within the next year, largely because of the "favorable climate" engendered by the new De Gaulle government, Jacques Brunet, Paris representative of Independent Television Corp.-Television Programs of America, has forecast.

Mr. Brunet reported that the De Gaulle Dovaz, were in New York last week for business conferences with the newly-constituted ITC-TPA. Mr. Brunet touched upon the implications of recent developments in France for the U.S. tv film industry. He was adamant in his conviction that commercial tv will be a reality within the next 12 months, if not sooner.

He pointed out that government officials currently are holding discussions with officials of Publicis, the largest advertising agency in France, which is pushing plans for a commercial tv network. Allied with Publicis in this project, according to Mr. Brunet, are executives of the former Poste Parisien, a company that operated commercial radio stations in France before World War II. Commercials on radio and tv stations in France have been prohibited since the war.

Mr. Brunet reported that the De Gaulle government, which is dedicated to "free enterprise," is regarded to be favorably disposed toward commercial tv as a means of upgrading the French economy through increased advertising revenue from foreign and domestic sources. There are signposts that the government will act shortly, he said, and one of them is that the Radio Television Francaise, the government-owned tv outlet, is seriously considering plans to place a second commercial-style network in operation. This would be similar to the British pattern of the International Television Authority and would constitute RTF's answer to a private commercial network.

Mr. Brunet believes that once France lets the barriers down, other European countries will hop aboard the commercial tv bandwagon.

NAEB Meeting Hears How Industry Aids ETV

The contributions made by commercial broadcasting to education through entertainment shows as well as news and public affairs programming were enumerated by Merle S. Jones, president of CBS Television Stations, in a talk Wednesday (Oct. 15) at a National Assn. of Educational Broadcasters meeting in Omaha.

Mr. Jones said that entertainment programs often sharpen a viewer's interest for more information about a specific subject, influencing him on occasions to enroll in a course of systematic education. He asserted that "the so-called conflict" between commercial and educational programming does not exist. Mr. Jones pointed out that CBS-TV last year scheduled such "high-budgeted" shows as *Prince and the Pauper, Tale of Two Cities,* and *The Bridge of San Luis Rey.* This year it will present *Hamlet, Wings of Dove* and *Secret Agent.*

Mr. Jones added: "These are high-budgeted programs and we hope for, and expect, huge audiences. Here is a happy marriage of the commercial and educational ambitions of television.

"Under the umbrella of popular programming, all networks are making important contributions to education. This point is emphasized because the broadcasting industry seldom, if ever, gets credit for the contributions made by such programs."

The CBS Tv Stations' president maintains that the nation's press often "overlooks" the role played by commercial tv stations in programming of an educational nature. He cited as examples WCBS-TV New York's *Sunrise Semester,* which he described as the first program telecast in New York for college credit; *Milwaukee Reports,* a community-action program carried on WXIX (TV) there, and *Thou Shalt Not Kill,* an experimental editorial-type program presented recently over KNXT (TV) Los Angeles.

Eugene S. Thomas, vice president and general manager of KETV (TV) Omaha told the NAEB meeting that he favors the teaching of languages on television. Mr. Thomas, who appeared on a panel exploring the topic, "If I Were an Educational Broadcaster," said the teaching method itself could be actual classroom instruction via television or through the use of contests or games on tv.

He suggested that a survey be made in the community to determine how many people might benefit from the use of a second language. Once the study is decided upon and the program of instruction carried out, Mr. Thomas continued, the final result would be "a report to the taxpayers on how many citizens had learned a second language."

WRGB (TV) Gives Gear for ETV

An annual donation of $3,000 plus several items of studio and control equipment is being made to Mohawk-Hudson Council on Educational Television by WRGB (TV) Schenectady, N. Y. WRGB is turning over control room monitors, speakers, audio am-

plifiers, power supplies, etc., and has offered to match any amount up to $6,000 raised by local business and industry for the ETV council.

Business Emphasis Recommended For College Majors in Radio-Tv

Colleges offering radio-tv curricula should give greater emphasis to the business aspects of broadcasting and small market stations, according to a study conducted by Dr. F. Virginia Howe, associate radio-tv professor at Kansas State College, Manhattan.

Less emphasis should be placed on practical broadcast experience and actual on-the-air operations, Miss Howe concluded. Also, the study recommended, radio-tv majors should be required to take more foundation courses in liberal arts and social sciences, rather than limited specialized courses.

Miss Howe arrived at her final recommendations by submitting 220 items to 324 radio-tv educators and 192 commercial broadcasters for their comments. Results indicate that a radio-tv curriculum in higher education should include an appreciation of the cultural significance of broadcasting, practical training experience, a knowledge of communication law and responsibilities to the public.

Georgia Institute Sets Jan. Meet

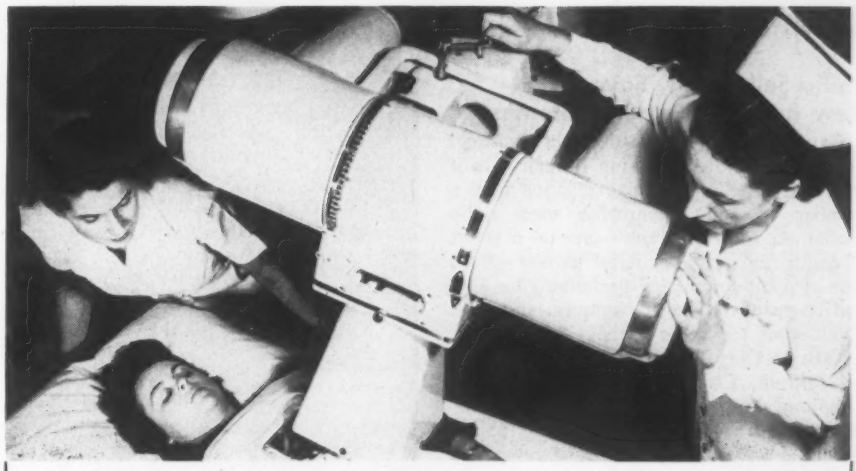
The 14th session of the Georgia Radio & Television Institute will be held Jan. 28-29, 1959, in Athens. Frank Gaither, president of WSB Atlanta and the Georgia Assn. of Broadcasters, has appointed a committee to aid co-sponsor U. of Georgia's Henry W. Grady School of Journalism in organizing the event. Committee members: Randolph Holder, WGAU Athens, chairman; A. D. Willard, WGAC Augusta; John Foster, WSNT Sandersville; Mike McDougald, WCHK Canton; Allen Woodall Jr., WDAK Columbus, and Harry LeBrun, WLWA (TV) Atlanta.

EDUCATION SHORTS

Stephen F. Austin State College, Nacogdoches, Tex., is presenting daily series of education tv programs this fall and next spring over KTRE-TV Lufkin, Tex. Totaling 154 30-minute programs from 4-4:30 p.m., Mon.-Fri., series will be non-credit in nature. Programs are designed to "contribute to the cultural advancement and general entertainment of deep East Texas area." Majority will be live.

Emerson College, Boston, Mass., has added new course, "Principles of Advertising in Broadcasting." Feature of course, designed to study relationships between advertising and broadcasting, is series of speakers from advertising agencies, media and broadcasting stations in Boston area.

Tri-County College, Michigan, has received $25,000 donation from Mr. and Mrs. James Gerity Jr. (Mr. Gerity heads Gerity Broadcasting Co., consisting of WNEM-TV Bay City and WABJ Adrian, both Michigan.)



Your Health!

Does your religion have anything to do with your health? Seventh-day Adventists believe the answer is, Yes!

Why? First of all, religion *requires* a respect for the health of the body. To quote St. Paul: "Your body is the temple of the Holy Ghost."

This basic attitude leads to:

1. A study of healthful practices.
2. An emphasis on modern medical training and practice (a complex medical-dental education center, 32 schools of nursing, 102 hospitals and sanitariums).
3. A vigorous health education program stressing preventive measures. Some simple principles: Consistent exercise, fresh air, rest, good nutrition, avoid excesses in anything and avoid completely "foreign" elements like tobacco and alcohol.
4. Underlying all is the element of religious faith, a true dynamic, the only basis for genuine health and vitality.

Results? Adventists certainly do not claim perfection in any way, but there are evidences that the health principles in which they believe do pay off in practical results.

The latest: A State of Colorado public health research report, to be published this month, suggesting that students in Adventist schools have significantly fewer dental cavities than children generally, one indication of good general health.

Adventists have an attitude of *learning* and *progressing* rather than one of attainment, and they do believe that good religion and good health are very closely related.

For a free booklet of personal interest to you, "Better Living," by J. Wayne McFarland, M.D. write:

Seventh-day Adventist Information Services

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Radio Sells Paint, Says RAB; New Brochure Backs Contention

Can radio sell paint, a decidedly "visual" product? Radio Advertising Bureau says it can, and is telling member stations how a number of paint companies used radio profitably. In a brochure—one of a series of continuing "radio-activity" studies—RAB tells of paint companies' preference for spot and co-op advertising techniques, and talks about some top radio users.

O'Brien Corp., South Bend, Ind. (Campbell-Mithun, Chicago), for example, uses symphony music et's to create "atmosphere" for the firm's "Symphonic" line of paints, also used a five-week CBS Radio campaign. National Paint & Varnish Co., Los Angeles (Tilds & Cantz Adv., Los Angeles) used radio to counteract an industry-wide sales decline by airing a "Name-The-New-Color" contest, upped sales 9%. Now with about half its budget in radio, National Paint uses saturation spot to the extent of 150 hard-sell announcements a week in each market.

Other spot users: F. O. Pierce Co., Long Island City (B. W. Firsch & Co.), live announcements in local women's shows; Pittsburgh Plate Glass Co. Paint Div. (Maxon, Inc.), using 20 announcements a week on 300 stations in 185 markets for its spring painting push earlier this year; E. I. DuPont De Nemours' Finishes Div. (N. W. Ayer & Son) with a West Coast push of 6-30 announcements weekly on 18 stations; and M. A. Bruder & Sons, Philadelphia (The Clements Co.) with a 52-week news program schedule.

THE KING SIZE TREND has made just as much of an inroad into radio as in other businesses. Disciples of the dogma that radio is big probably would offer the above as two examples.

At left: A custom-made public address system, named "Big Mike Jr.," is the product of KNUZ Houston. The fiber glass, scale reproduction of a microphone is mounted atop an Italian Vespa runabout. Inside are a hi-fi P.A. system, turntable, three microphone inputs, and a receiver, for amplifying on-the-spot broadcasts at dances, football games, picnics and other public gatherings.

At right: WEHH Elmira Heights, N. Y., constructed what it terms the "world's largest radio receiver," (R) measuring six by nine feet and four feet in width. Volume control and tuning knobs are 14 inches in diameter and it has a 20-inch tuning indicator. Operating on either AC or DC, the two 12-inch speakers incorporated in the radio are powered by a 30-watt hi-fi amplifier. At the tuner dial is WEHH General Manager Frank P. Saia at one of the Atlantic service stations, which used the radio during the baseball season and for promoting New York Yankee games in the area. Atlantic station proprietor, Ira Cady, is at right.

13
WGAN-TV
Portland, Maine

Represented by
Avery-Knodel, Inc.

KTTV (TV) Takes to Radio Spots

To promote its new lineup of fall programs KTTV (TV) Los Angeles bought time on eight Southern California radio stations and space in the city's metropolitan daily newspapers to announce that "the most new shows are on channel 11, the newest channel in town." The radio campaign comprised some 600 spots on KBIG Avalon, KIEV Glendale, KFOX Long Beach, KLAC and KPOP Los Angeles, KXLA Pasadena, KWIZ Santa Ana and XEAK Tijuana, Mexico.

KTTV's programming was also heavily promoted by the station itself. In addition to using all open spots, the station took the tv premiere of a feature movie, "Destination Moon," for use exclusively as an advertising vehicle for its new programs. George Putnam, KTTV newscaster, hosted the two-hour special premiere telecast Oct. 5.

Commuters Assist KYA Reports

Bartell Family Radio's KYA San Francisco is aiming for the commuting audience with a safe-driving service programmed during peak traffic hours in the Bay Area. Commuters are furnished traffic information through a system of short wave reports from an airplane patroling major routes, telephone reports from 38 Shell service station dealers, monitoring of police broadcasts and calls from "KYA-Shell honorary news reporters" (individual motorists who make daily traffic reports).

KYA awards weekly cash prizes to dealers and private motorists who furnish the most complete reports. Similar traffic-casts on other Bartell stations in San Diego, Boston, Atlanta, Birmingham and Milwaukee are being considered, according to Morton J. Wagner, executive vice president of Bartell Family Radio.

NBC-TV to Award Local Promotion

NBC-TV affiliates' promotion-publicity managers, and station managers have been invited by the network to compete for $25,500 in cash and 12 RCA color receivers in a contest for the 12 best local campaigns promoting NBC-TV's daytime program line-up. For the purpose of the contest, which is running currently through Nov. 17, affiliates will be grouped in two categories: basic network affiliates and optional network affiliates. Six identical prices will be awarded in each category.

Cash prizes of $5,000; $3,000; $2,000; $1,500; $750, and $500 will be awarded winning promotion-publicity managers. Color sets will go to station managers. Twelve programs are included in the contest: *Dough Re Mi, Treasure Hunt, The Price is Right, Concentration, Tic Tac Dough, It Could Be You, Truth or Consequences, Haggis Baggis, Today is Ours, From These Roots, Queen for a Day,* and *County Fair.*

KBCS Airs 'Music Every Minute'

An automatic injection of background music into program circuits whenever "primary" music is not being aired, is the basis

of the new programming concept introduced by KBCS Grand Prairie, Tex. Billed as "Music Every Minute," the innovation began Oct. 10, according to Ted Overbey, KBCS station manager. All spot announcements, news programs and features are provided with appropriate background music. The method of handling the signal injection and the level control equipment was the subject of intensive study, Mr. Overbey said. With "M-Day" set for Oct. 10, promotion was started Oct. 6 on the air, and with a newspaper campaign pointing up "something new."

Esty Co. Prepares Dealer Aids

Underwood portable typewriter dealers around the country are receiving recorded radio commercials in kits sent to the dealers by Underwood Corp. through William Esty Co., its agency. Kits, which are designed as aids to dealers, point up Underwood's current new $81,500 cash scholarship contest for U.S.'s 17-million student market.

KBIG Pushes Itself With Melons

KBIG Santa Catalina, Calif., reports that its new outdoor advertising campaign revolves about drawings of "cool, dripping" watermelons. The station feels that the melons, being used on over 60 twenty-four sheet posters throughout Los Angeles and Long Beach, symbolize "the refreshing sound of Radio Catalina."

READY WITH RADAR

Chicago got its first weather reports by radar Oct. 13 with use of Collins Radio Co. facilities by WBKB (TV) in that city.

The station is programming *Weather by Radar* with Warren Culbertson in three nightly five-minute segments, Monday through Friday, and has hung out the SRO sign for sponsorship. The series has been sold to Martin Oil Co., through Wright, Campbell & Suitt, and to Home Federal Savings & Loan Assn., through Advertising Division Inc. A complete set of meteorological instruments has been installed on the premises of WBKB's State Lake Bldg. A special camera was constructed at a radar site 560 feet atop the Kemper Bldg.

The Collins equipment also is in use at other am-tv stations throughout the country [STATIONS, Sept. 1].

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Graham Tv Series Sets Record

The largest nationwide network to ever carry evangelist Billy Graham's services has been originated by WBTV (TV) Charlotte, N. C., with approximately 190 ABC-TV network stations telecasting the Saturday night series of Dr. Graham's *Greater Charlotte Crusade*.

Production and technical aspects of the remote telecasts from the Charlotte Coliseum have been conducted by WBTV engineers and production personnel. Frank F. Bateman, WBTV technical operations manager, has been in charge of operations for the network telecasts, with WBTV production manager Bob Rierson supervising production work and assistant production manager Norman Prevatte producing the telecasts. WBTV has been videotaping Saturday night services for local showing on Sundays in order to keep attendance high at the Coliseum.

'Channel Tv' Marks First Year

During the past year, more than 1,000 drug stores in the Northwest have been building public relations through the distribution of their own weekly publication, *Channel Tv*, which celebrated its first anniversary yesterday (Oct. 19).

Channel Tv, published by Channel Northwest Inc., Tacoma, Wash., is bought by individual drug stores for free distribution to customers. The two-color printed magazine contains 16 pages of local tv program listings, tv news, features and events. More than 170,000 copies are distributed weekly in three editions—Western Washington, Eastern Washington and Oregon. "*Channel's* San Francisco and Northern California edition soon will be in publication," reports Marshall Riconosciuto, publisher.

Parade Honors Ziv Tv Star

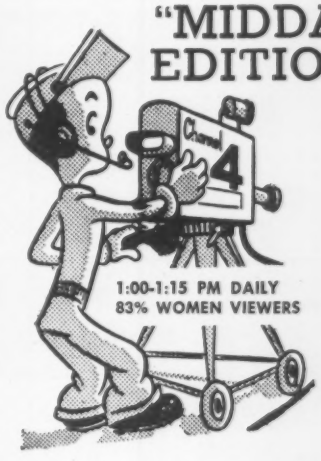
New York City's borough of Richmond, also called Staten Island, proclaimed Oct. 4 as "Mackenzie's Raiders Day" in honor of Col. Ranald Mackenzie, star of Ziv Television Programs' *Mackenzie's Raiders*. Col. Mackenzie was a one-time resident of Staten Island. The Staten Island ceremonies included a parade in which various local service organizations participated and speeches by borough and army officials.

New Cars Get WXYZ Salute

The 1959 automobiles are being saluted in daily news programs at WXYZ Detroit. Tom Waber, newscaster, reports directly from a dealer's showroom on 16 local newscasts each day. During the station's 6:15 p.m. news show, Mr. Waber conducts five-minute on-the-spot interviews with the auto company's district manager to discuss features of the cars handled by him.

KABC-TV Adds Two Day Shows

KABC-TV Los Angeles has extended its programming to include an early morning program, *Allison's Wonderland*, at 7:30-9, opening the station's weekday schedule 90 minutes earlier than heretofore, Selig Seligman, ABC-TV vice president and general manager of KABC-TV, told a breakfast

THE LADIES PREFER
NEWS & WEATHER
Women dominate viewers Monday through Friday during all News and Weather cast, comprising 58% of adult audience 7:00 PM and 54% adult audience 11:00 PM.
• NOW AVAILABLE FOR PARTICIPATIONS MONDAY THROUGH FRIDAY!
"MIDDAY EDITION"


1:00-1:15 PM DAILY
83% WOMEN VIEWERS
LOW C.P.M.
CLASS "C" PLAN
WRBL-TV Channel 4
COLUMBUS, GEORGIA
CALL HOLLINGBERY CO.

For Action at Lowest Cost
86%* of CBS Commercial Time is ordered on
WTHI-TV
TERRE HAUTE
INDIANA
Channel 10
*Basis: 1958 Fall Schedule
Bolling Co., New York • Chicago
Dallas • Los Angeles
San Francisco • Boston

NOW
AVAILABLE!

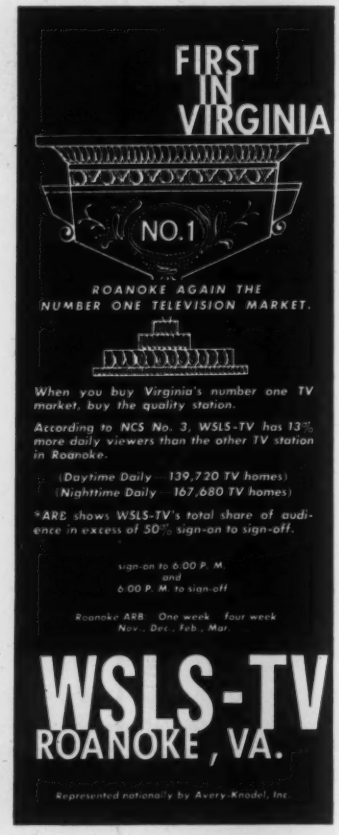
Brochure Containing

COMPLETE DETAILS OF
WVET'S EXCLUSIVE,
PHENOMENALLY SUCCESSFUL
TOP VALUE STAMP
PROMOTION PROGRAM

For Information
Contact: BILL SCHUBERT

WVET
RADIO

ONLY Station In The Nation
That Gives TOP VALUE Stamps!
17 CLINTON AVE. SO.
ROCHESTER 4, N. Y.


FIRST
IN
VIRGINIA
NO.1
ROANOKE AGAIN THE
NUMBER ONE TELEVISION MARKET.
When you buy Virginia's number one TV market, buy the quality station.
According to NCS No. 3, WSLS-TV has 13% more daily viewers than the other TV station in Roanoke.
(Daytime Daily—139,720 TV homes)
(Nighttime Daily—167,680 TV homes)
*ARE shows WSLS-TV's total share of audience in excess of 50% sign-on to sign-off.
sign-on to 6:00 P. M.
and
6:00 P. M. to sign-off
Roanoke ARB: One week, four week
Nov., Dec., Feb., Mar.
WSLS-TV
ROANOKE, VA.
Represented nationally by Avery-Knodel, Inc.

meeting of about 100 Los Angeles advertising people Oct. 8. Tieing in with the network's "Operation Daybreak," KABC-TV is also strengthening its local daytime programming, Mr. Seligman said. He cited *Dr. I. Q.* video version of the long time radio series, as a major local endeavor, to be broadcast Monday-Friday, 2:30-3 p.m. Both *Dr. I. Q.* and *Allison's Wonderland* started Oct. 13, concurrent with the new ABC-TV daytime schedule.

A new, live late evening show starring Al Jarvis, veteran disc jockey, Monday-Friday 11 p.m.-midnight, also started Oct. 13, Mr. Seligman announced.

KMOX Schedules Touring Team

Seven of the proposed baseball games to be played by the St. Louis Cardinals on their Far Eastern tour this fall will be re-broadcast from shortwave by KMOX St. Louis, General Manager Robert Hyland has announced.

Starting with a game in Manila last Saturday (Oct. 18) and including games in Okinawa, Korea and Japan against U. S. Armed forces teams and Japanese All-Stars, the broadcasts will feature Joe Garagiola giving the play-by-play account with assistance from Japanese sportscasters. The broadcasts mark the first time that baseball games played outside the U. S. have been broadcast in their entirety over a U. S. radio station, KMOX reported.

Groups of Four Promote WTAE (TV)

A series of stunts in downtown Pittsburgh climaxed a month long advertising campaign by WTAE (TV) Pittsburgh to promote its on-the-air debut on ch. 4 Sept. 14. Using the theme "Big Television Comes to Pittsburgh," the station attracted the attention of shoppers with groups of four persons dressed in the costumes of knights, rabbit, clowns, crusaders and Arabs. WTAE also paraded a merry-go-round with four characters from *Shock Theatre* on the tiny horses. Other activities included four Corvettes traveling together in downtown traffic and four small donkeys led through the streets. Each of the persons, cars and animals was identified by a sign "Channel 4, Sunday."

INNOCENT GUNS

The use of guns in western television programs cannot be blamed for juvenile delinquency, Fred A. Roff Jr., vice president of Colt's Patent Firearms Mfg. Co., said Oct. 2 on the MBS *Capital Assignment* program.

Mr. Roff contended gunplay in westerns "has no basic effect—bad or good—on the development of our youth." Answering a query by Ken Scheibel, Gannett Newspapers, he said, "Western television shows, as western movies, should be judged not on the fact that guns are employed, but on whether or not the basic plot is one that brings the Golden Rule out convincingly to the youngsters who are watching it."

MORE than 450 Pittsburgh advertising executives, their wives and secretaries were guests of KDKA-TV Pittsburgh at parties on two consecutive evenings (Oct. 1-2) aboard a three-decker river boat decorated in classic Mississippi River style. In keeping with the 19th century atmosphere guests were given string bow ties and mustaches, and while sipping mink juleps, they strolled the decks with KDKA-TV's executive and sales force. Calliope music, card tricks, fortune telling ing and dancing entertained the passengers.

Jerome R. Reeves, general manager of the host station, is pictured above (c) greeting (l to r) Al Goldman, treasurer of Goldman & Shoop Inc., Mrs. Goldman, Mrs. Shoop and Norman Shoop, president of the Goldman & Shoop agency.

Arab Center Offers Radio Series

A series of eight 15-minute public service radio programs, *Assignment: Middle East*, has been announced by the radio-tv section of the Arab Information Center, 120 E. 56th St., New York 22. The programs focus on cultural, educational and technological progress in the Arab Middle East, featuring voices of Arabs in discussion of their activities.

Film on Architecture Available

Transfilm, N.Y., has announced that its 42-minute documentary, "The New Age of Architecture," is available on free loan to television stations through the American Institute of Architects, 1735 New York Ave., N.W., Washington 6, D.C. The film was originally produced by Transfilm for *Architectural Forum* magazine.

ABP
ADVERTISING IN
BUSINESSPAPERS
MEANS BUSINESS

In the Radio-TV Publishing Field
only BROADCASTING is a
member of Audit Bureau of
Circulations and Associated Business
Publications

WJZ-TV Spotlights Classics

WJZ-TV Baltimore, Md., is telecasting a series of special programs in cooperation with Loyola College, entitled *Great Books in Education*. Educators from various colleges and universities throughout Maryland are participating in the program which will cover works by St. Augustine, Francis Bacon, Horace Mann, John Dewey and others. Questions may be sent in ahead of each program by listeners with a request that they be presented to the panel of experts discussing that particular work. The discussions not only covers what the authors of the books had to say but also the panelists' opinions of these educational classics. The series is presented 12:30-1 p.m. every Sunday through Dec. 7.

WBC Offers Education Series

The Westinghouse Broadcasting Co. has begun its third year of *Spotlight on Schools*, a weekly series of broadcasts of news in education, on the radio stations of WBC. The 10-minute series is presented by WBC in cooperation with the National Citizen's Council, which gathers and writes news for the program. WBC makes *Spotlight on Schools* available without charge to other commercial and educational stations.

Girl Scouts Series Planned

NBC and Educational Television & Radio Center at Ann Arbor has announced a new series, *Adventuring in Hand Arts*, will be produced this fall in cooperation with the Girl Scouts of the U.S.A. The ten-week series, based on hand crafts of primitive cultural orbits existing in the midst of the nuclear age—including Mexican, Peruvian, Polynesian, Melanesian and Alaskan among them—will be presented on Wednesdays 6-6:30 p.m., starting Oct. 29 on NBC's interconnected educational tv stations.

D.J.'s Lose WBZ Golf Tournament

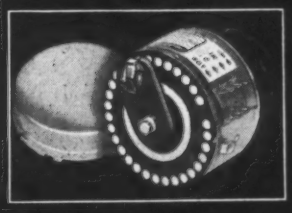
WBZ Boston reports that 642 listeners beat out the station's top five personalities in the WBZ Golf Tournament of 1958. Listeners participated by sending in their scores to play by proxy against their favorite disc jockey. More than 2,000 entries were received. Participating from WBZ were Carl deSuze, Alan Dary, Bill Marlowe, Norm Prescott and John Bassett. The top winners were presented golf balls, golfing shoes and a jacket, and free rounds on various New England courses. Women winners also received imported perfume.

KTIV (TV) Guests See Previews

KTIV (TV) Sioux City, Iowa, welcomed approximately 85 advertisers, agency men and civic leaders to its studios for the NBC-TV closed-circuit showing of the fall program line-up. Five door prizes at the event included a week's sponsorship of the KTIV 7:55 a.m. news in the *Today* show, two 60-second spots during the *Jack Paar Show* and a two-day sponsorship of the 12:30 p.m. KTIV news.

DAVEN

ATTENUATORS...



THE STANDARD

IN AM, FM & TV

STATIONS THROUGHOUT

THE WORLD!

Write for the most complete catalog on attenuators in the world.

NOW CARRIED IN STOCK BY YOUR LOCAL JOBBER

THE DAVEN CO.

LIVINGSTON, NEW JERSEY

WORLD'S LARGEST MANUFACTURER OF ATTENUATORS

Meet Me in St. Looie—Looie

Sales Promotion — Audience Promotion — Merchandising — Publicity — Public Relations — Competitive Media Promotion — Trade Paper Advertising —

These are the top subjects to be studied in depth at the third annual BPA Seminar at the Chase Hotel in St. Louis, November 16 through 19. Most of the top broadcast promotion brains in the industry will be bustin' with ideas for stations big and small, in big markets and small towns, radio and TV.

If you've got a stake in broadcast promotion, you'll want to meet us at the Chase.

Full and partial registrations are available now. You can inquire at BPA Headquarters, 190 State Street, Chicago, for information on individual sessions.

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Mr. William E. Pierson
Broadcasters Promotion Assn.
190 N. State Street
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BPA

Please reserve ..... places for me at the BPA Seminar at the Chase Hotel, St. Louis, Missouri, November 16 through 19. My check is enclosed for full registration—$35.00.

.....

I will make my own hotel reservation.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

MR. GARRISON

ROBERT L. GARRISON, v.p. and director of consumer products division, MacManus, John & Adams, Bloomfield Hills, Mich., elected to board of directors.

EVERARD W. MEADE, former radio-tv v.p. at Young & Rubicam who few months ago joined Ogilvy, Benson & Mather as radio-tv commercials consultant, named v.p. in charge of tv-radio commercial development at agency. **HENDRIK BOORAEM** continues as v.p., radio-tv director.

MR. ALTMAN

BRUCE L. ALTMAN and **JOHN L. BALDWIN** elected v.p.s of Kenyon & Eckhardt. Mr. Altman joined K & E in Los Angeles after 4½ years as v.p. and account supervisor at Anderson-McConnell and before that for seven years president of his own agency in L. A. Mr. Baldwin has been account executive and then account supervisor at agency since associating with K & E in Chicago last February. Formerly he served for four years as account executive with Needham, Louis & Brorby, and three years with Young & Rubicam, also in Chicago.

MR. BALDWIN

A. ROY BARBIER, v.p. and Cadillac Motor Car account supervisor, MacManus, John & Adams, Inc., has retired after 42 years of automotive advertising. With Lincoln Motor Car Co.'s advertising department between 1920-22, Mr. Barbier became advertising director of Ford Motor Co. after Ford's purchase of Lincoln, quit Ford in 1941 to join non-automotive agency in Buffalo, but returned following year to Detroit and MJ&A.

DEAN AVERY, formerly v.p. and general manager of Young & Rubicam's Mexico City office, to Muray Assoc. Inc., N.Y., advertising photographer, as v.p.

ALFRED S. (BUD) TRUDE, previously media director with MacFarland, Aveyard & Co., to Clinton E. Frank Inc., both Chicago, in similar capacity.

LEON ELKIND, formerly assistant production manager at Carson-Roberts Inc., L.A., to The Dreyfus Co., L.A., as production manager.

JACK G. THOMAS, formerly with William & Meyer Co, Chicago, appointed public relations manager of Wilson & Co. (meat packers), Chicago.

HOWARD L. DAVIS, member of N. W. Ayer & Son, Philadelphia copy staff, named head of agency's information services program.

JACK L. MATTHEWS, Clinton E. Frank Inc., Chicago, media director since 1951, promoted to account executive.

MISS CANDIS RAY, formerly head of her own advertising and production agency in Atlanta, Ga., joins Alvin Epstein Adv., Washington, as account executive.

JOHN H. WILSON JR., director of merchandising and sales promotion, Grant Adv. Inc., Detroit, named director of regional account executives for Grant, replacing **ROBERT B. CONROY,** named account executive for Plymouth Div. (Chrysler Corp.) tv account.

IRVING LEE SITEMAN has resigned his partnership in Mottl and Siteman, Los Angeles, to join Kenyon and Eckhardt, L.A., as account executive. **CHARLES A. MOTTL** is now sole owner of Mottl and Siteman agency, which will retain that name.

CHARLES BORDEN, formerly with Young & Rubicam, N.Y., to Doherty, Clifford, Steers & Shenfield Inc., as art director.

MARTIN YAZMIR, formerly with Alfred Politz, market research firm, named project director of consumer surveys at Audits & Surveys Co., N.Y. Other Audits & Surveys appointments: **ALAN DENTON,** previously with Selling Research Inc., to market analyst for test audits and **ROBERT SIEGAL,** formerly with Dun & Bradstreet, to market analyst for national total-market audit project.

ROGER K. CARLSON, formerly copy head for French & Shields, St. Louis, and Hathaway & Assoc., Evansville, Ind., to Fletcher, Wessel & Enright, St. Joseph, Mo., as copy director.

HERMAN RAUCHER, senior copywriter, Reach, McClinton, N.Y., to copy supervisor heading group on three accounts: Prudential Insurance Co. of America, Parade Publications and Berlitz School of Languages. **ROBERT BRUNO,** previously with Dancer-Fitzgerald-Sample, and **JOHN CURRAN,** at one time with Slenderella and Kenyon & Eckhardt, join Reach, McClinton as timebuyers.

STANLEY BAUM, copywriter, Dancer-Fitzgerald-Sample, N. Y., appointed copy supervisor.

FRANK D. EWING, 56, board chairman of Fensholt Adv. Agency, Chicago, died Oct. 11 after suffering apparent heart attack and losing control of automobile, recovered in Sanitary District Canal in Evanston, Ill.

STUART V. DAWSON, 58, formerly radio-tv director of Young & Rubicam and Foote, Cone & Belding, and program director at WBBM Chicago, died Oct. 4 in St. Francis Hospital, Evanston, Ill., following heart attack.

ROBERT ALLAN SMALLEY, 69, retired, formerly copy director at J. M. Mathes Inc., N.Y., died Oct. 10 in Sherman, Conn. Mr Smalley had previously been copy chief at Kenyon & Eckhardt, N.Y.

MRS. DAVID KAPLAN, wife of v.p. and treasurer of Norman, Craig & Kummel, N.Y., was killed Oct. 11 in automobile accident. She was injured fatally when her car collided with bus at Pound Ridge, N.Y.

FILM

WILLIAM HEBERT, administrative consultant in formation of Larry Harmon Productions, appointed executive v.p. of Harmon organization. He will have executive supervision of firm's feature cartoon division, tv commercial and merchandising divisions, in addition to public relations. Harmon is currently producing 156 *Bozo, the Clown,* cartoons for tv.

BARNEY MacKALL, formerly with Ziv Television programs, appointed sales manager for 11 western states for Official Films Inc., N.Y.; **MISS SHERLEE BARISH** joins Official as special sales representative.

MISS KATHLEEN MITCHELL, formerly executive assistant to program manager, WGN-TV Chicago, appointed public relations director and administrative assistant at Fenton McHugh Productions (motion picture), Evanston, Ill.

CHARLES E. TRAINOR, formerly southern manager of Radio-Tv Representative, appointed sales representative for Telestar Films Inc., in Atlanta, and **W. MURRAY EDWARDS JR.,** previously with Equitable Life Assurance Society in Memphis, named Telestar's sales representative in that city.

JACK D. BEHR, formerly with California National Productions, and **BENJAMIN S. GREENBERG,** previously head of Anchor Features, named media directors of Spotlite News Div., Allend'or Productions, in Hollywood and New York offices, respectively.

ARTHUR HILLER signed to multiple tv film contract as director by Screen Gems. Assignments will include *Alcoa-Goodyear Theater* and *Behind Closed Doors.*

MAC HYMAN, author of best-selling novel, *No Time for Sergeants,* signed by Screen Gems, Hollywood, to prepare new tv series, *Promenade Home,* for early fall production. Series will have Ozark mountain family comedy background.

NETWORKS

S. WILLIAM ARONSON, previously with ABC cost control unit, promoted to administrative assistant to Edward J. DeGray, ABC v.p. in charge of radio network. Mr. Aronson was formerly director of sales service for ABC Radio. Before joining the network he was with Brown & Bigelow in sales capacity and was assistant production manager for *Harper's Bazaar.*

RICHARD LUKIN, formerly producer for NBC Public Affairs Dept. and prior to that in charge of live tv production for Grey Adv., N.Y., named director of *Camera Three,* CBS-TV public affairs program produced by network's WCBS-TV New York.

ETHEL WINANT, casting director for CBS-TV's *Playhouse 90* for past two seasons, signed to new long-term staff agreement under which Miss Winant's services can be utilized as associate producer, assistant director or producer. She will continue as *Playhouse 90* casting director for at least this season's duration.

STATIONS

MR. TAYLOR

J. GLEN TAYLOR, formerly v.p. of RKO Teleradio Pictures Inc., elected president and principal executive officer of Tidewater Teleradio Inc. (WAVY-AM-TV Portsmouth, Va.), succeeding **HUNTER C. PHELAN,** who becomes chairman of board [CLOSED CIRCUIT, Oct. 6]. Mr. Taylor, serving corporation as executive consultant since Nov. 1, 1957, also elected to board of directors and executive committee. Other board appointments: **CARL J. BURKLAND** continues as executive v.p.; **GEORGE T. McLEAN,** v.p.; **HENRY CLAY HOFHEIMER III,** secretary-treasurer; **C. WILEY GRANDY IV,** assistant secretary, and **CLIFFORD A. FROHNHOEFER,** assistant treasurer.

MR. PHELAN

GENE ACKERLEY appointed general manager of KCUB Tucson, Ariz., newest Gordon station. **DICK VENTURINO,** formerly assistant program director of KBUZ Mesa, Ariz., to KCUB program director. **BILL DIXON** promoted from account executive to KBUZ sales manager. **FRANK KALIL** named KBUZ program director succeeding **DON McCARTY,** to WASI Cincinnati in similar capacity.

FRED SORENSON, formerly with WCIA (TV) Champaign, Ill., appointed general manager of WKRS Waukegan, Ill., succeeding **JOSEPH B. KIRBY,** now v.p. and general manager, KFBI Wichita, Kan. **PAUL SALVO** promoted from continuity writer to operations manager of WKRS. Mr. Salvo formerly was program director of KCOK Tulare, Calif.

LARRY H. LAU has resigned as general manager of KVAN Vancouver, Wash., effective Oct. 24.

RICHARD C. BARRON, director of promotion department, WSJS-AM-FM-TV Winston-Salem, N.C., named assistant to general manager of all three stations. Mr. Barron will continue as promotion director for present.

WILLIAM G. CARRERAS, formerly with WEEQ-TV LaSalle, Ill., to WKAN Kanakee, Ill., as sales manager succeeding **DONALD R. HOOVER,** to WRRR Rockford, Ill. **TONY CRAIG,** previously with WLAV Grand Rapids, Mich., joins WKAN announcing staff.

MIKE SWEENEY, veteran radio-tv salesman in New York, to WFAS White Plains, N.Y., to handle most of station's national sales, working with Sales Manager John Hade. Mr. Sweeney started

in radio with Blue Network 18 years ago, subsequently was in film and station sales and most recently was with Headley-Reed, station representative, for five years.

WALLACE BRAZEAL, formerly business manager and account executive at KOBY San Francisco, to KPEN (FM) Atherton, Calif., as sales manager.

EDWIN PFEIFFER, formerly account executive with television division of Edward Petry & Co., to KOTV (TV) Tulsa, Okla., as commercial manager.

RICHARD OPPENHEIMER, formerly with WFEC Miami and member of WELM Elmira, N.Y., sales staff for past year, named commercial manager of WELM.

JOHN C. YANKOSKI, for eight years assistant chief accountant of WBAL-AM-TV Baltimore, promoted to chief accountant succeeding **FREEMAN W. CARDALL,** who will now devote full time to his position as business manager.

BOB KRIEGHOFF, program director for WTOL Toledo, Ohio, since 1951, adds duties as program director of WTOL-TV, ch. 11 outlet expected to begin operations in early December. **RUSS STONE,** WTOL sales manager, switches to WTOL-TV in similar capacity. **DOUG TABNER,** WTOL account executive, moves up to sales manager replacing Mr. Stone.

BARBARA CULLINGS, formerly in San Francisco office of John Blair & Co., station representative, to Hollywood office of KBIG Santa Catalina, Calif., as traffic manager, replacing **NANCY HEFLEY,** resigned.

DICK RICHMOND, previously news director for McLendon radio stations, appointed news director of Tidewater Teleradio Corp. (WAVY-AM-TV Portsmouth, Va.). **JIM WHIPKEY** joins WAVY-AM-TV news department.

DICK PAUL, staff member of WBRE-TV Wilkes-Barre, Pa., for past six years, promoted to promotion director of WBRE-AM-FM-TV.

CHARLES PARKER, WDRC Hartford, Conn., production manager, adds duties as promotion manager.

DAVID KIERNAN, with WNHC-AM-FM-TV New Haven, Conn., for past 11 years, appointed director of news, sports and special events for WNHC-TV.

CLIFFORD L. EUSTICE, owner-operator of Clifford L. Eustice Co., food brokerage business, appointed director of product services for Crosley Broadcasting Co. (WLW, WLWT [TV] Cincinnati, WLWC [TV] Columbus, Ohio, WLWD [TV] Dayton and WLWA [TV] Atlanta, Ga.).

KEN MACK resigns as commercial coordinator of WTVN (TV) Columbus, Ohio, to assume duties as WTVN Radio morning news editor and newscaster.

EDWARD L. PEARLE, formerly press representative of Cheryl Crawford Productions, N.Y., to WBZ-WBZA Boston-Springfield, Mass., as public relations director.

JOE MAYER, formerly with WGAR, WDOK and WHK all Cleveland, to WCUE Akron, Ohio, as program manager.

PERRY W. STECKBECK, for past year WOWO Ft. Wayne, Ind., roving mobile news unit reporter, promoted to director of special events.

HOWARD ABSOLON named news director for WMAZ-AM-FM-TV Macon, Ga. **DICK GEORGE,** formerly with WBML Macon, joins WMAZ-TV news staff. Other WMAZ-TV appointments: **GOSTIN FREENEY** transferred from WMAZ-AM-FM to tv announcing staff; **MRS. NORMA WOOD,** receptionist; **LARRY REYNOLDS,** audio man, and **HAROLD ODOM,** engineer.

DAVID L. LAMBERT, head media buyer on Philip Morris Inc.'s Parliament brand at Benton & Bowles Inc., to account executive, WPIX (TV) New York.

ROBERT S. JONES, previously Midwest manager for Mutual, to KTLA (TV) Los Angeles sales department as account executive.

NORRIS KALAR joins KBOX Dallas as account executive to direct Food Merchandising and Community Club Awards department. **CHARLES H. BOLAND,** previously national sales manager for KWTX-TV Waco, Tex., to KBOX as sales representative.

LOU ESSICKS, formerly of WCOS and WMSC Columbia, S.C., to WOIC Columbia as sales executive.

DAVE McCONNAUGHEY, formerly account executive for WOOD-TV Grand Rapids, Mich., to WBNS-TV Columbus, Ohio, in similar capacity.

CLARENCE O. (COG) GRAY, formerly sales director, WMBV-TV Marinette, Wis., to KTYM Inglewood, Calif., sales department.

JAMES MORGAN joins WOOD-TV Grand Rapids, Mich., sales staff.

DON GRANQUIST, previously salesman and announcer with WAVN Stillwater, Minn., to WCCO-TV Minneapolis sales staff.

JACK W. STAHLE, sales manager of KOFY San Mateo, Calif., has rejoined sales staff of KGO San Francisco, where he had been for two years before moving to KOFY. **DAVID LASLEY,** formerly with DuMont Tv and CBS-TV, has also become sales representative for KGO.

ROBERT E. BOWDEN, formerly in radio-tv department at BBDO, Chicago, to sales staff of WKID Urbana-Champaign, Ill.

ROBERT B. PARIS, formerly account executive with WWDC Washington, to WIBC Indianapolis in local sales.

KEN ROSEN, formerly with KNXT (TV) Los Angeles as associate producer and writer, to KABC-TV Los Angeles as writer on daily live show, *Day in Court.*

CLETE ROBERTS, veteran Los Angeles newscaster formerly with KNXT (TV), has joined news staff of KTLA (TV) Los Angeles.

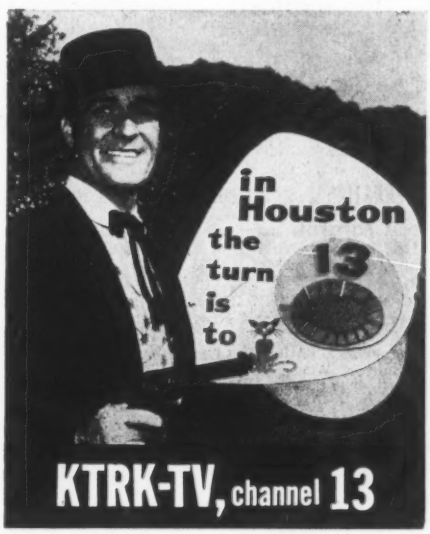
DOUG MOORE, KFMB-TV San Diego assistant news editor, transfers to KFMB as staff announcer.

ROSS M. THOMAS assigned to report for WTOP Washington from Bonn, Germany, replacing **DICK KNOWLES.**

DALE M. SCHUSSLER resigns as program director of WKWK Wheeling, W. Va., to join WTRF-TV Wheeling news staff.

FRANK REYNOLDS, formerly director of San Diego Chamber of Commerce's trade department, to KFSD-AM-FM-TV San Diego, Calif.

ART CHENOWETH, Northwest Schools, Portland, Ore., graduate, to KPTV (TV) Portland, Ore., as account executive. Other Northwest graduates and appointments: **DON BRUBAKER** to WPBN-TV Traverse City, Mich.; **MARGARET WOELFLE** to WKBT (TV) La Crosse, Wis., as continuity writer; **REXFORD WATSON** to KHTV (TV) Portland, as program director, and **ANNA SINGS-**



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President & General Manager

Like Hundreds of Broadcasters . . .

President & General Manager
PAUL GODOFSKY
of

WHLI—WHLI-FM
Hempstead, Long Island, N. Y.
and
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FRANK KNAACK

Selected STAINLESS TOWERS

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LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

Call or Write for Informative Literature.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

HEIM to KWWL-TV Waterloo, Iowa, in film department.

J. ROBERT COVINGTON, v.p. in charge of promotion and public relations for Jefferson Standard Broadcasting Co. (WBT and WBTV (TV) Charlotte, N. C., and WBTW (TV) Florence, S. C.), elected v.p. in charge of finance and fund-raising for Charlotte Symphony Orchestra.

HECHT S. LACKEY, owner-manager of WSON-AM-FM Henderson, Ky., presently serving second four-year term as mayor of that city, elected president of Kentucky Municipal League.

J. ELROY McCAW, owner of J. Elroy McCaw stations who was injured Sept. 26 in auto collision, is recovering at Swedish Hospital, Seattle. Both legs, broken in crash, are in casts. He also suffered multiple rib fractures and contusions.

DR. ELROY SCHROEDER, president and 20% owner of Community Radio & Tv Corp. (KNOX-AM-TV Grand Forks, N.D.), died following heart attack Oct. 10. Dr. Schroeder was also superintendent of schools of Grand Forks.

PROGRAM SERVICES

JACKSON LEIGHTER, v.p. in charge of western operations, Market Relations Network, Los Angeles, national public relations firm, to executive v.p.

LARRY W. DORN, formerly president of Larry Dorn Productions, N.Y., elected v.p. in charge of West Coast operations and sales of Walter E. Kline & Assoc., Hollywood.

RICHARD H. ZAHM JR., formerly on legal staff of Capitol Records Inc., Hollywood, to Capitol's Artist & Repertoire Div., as manager of business affairs.

ROY D. EDWARDS, 62, *News of the Day* cameraman, died when helicopter in which he was riding developed engine trouble and crashed into Hudson River. Plane was chartered for newsreel picture taking of New Grace liner *Santa Paula* as she sailed under Tappan Zee Bridge. Mr. Edwards, past president of Radio-Newsreel-Television Working Press Assn., and of IATSE (cameramen's) Local 644, was associated with Universal Newsreel from its inception 25 years ago to its present *News of the Day* and Telenews.

PROFESSIONAL SERVICES

GORDON WINKLER promoted from account supervisor to executive v.p. of Daniel J. Edelman & Assoc., national public relations firm, in Chicago.

FRANK D. EIDGE JR., Miami bureau manager of United Press International, named Florida state manager for UPI. **RICHARD W. HATCH,** UPI Charlotte, N.C., bureau manager, named Miami Bureau manager succeeding Mr. Eidge. **ALVIN B. WEBB JR.,** Greensboro, N.C., bureau manager, replaces Mr. Hatch as Charlotte chief. **LOYD V. JEFFERS,** member of staff of Columbia, S.C., bureau, appointed Greensboro manager succeeding Mr. Webb.

AL JOHNSON (2nd from r), KENS-AM-TV San Antonio, was elected president of Texas Assn. of Broadcasters at the group's Oct. 6 meeting [TRADE ASSNS., Oct. 13]. M. E. Danbom, KTBB Tyler, retiring president, congratulates his successor, who is flanked by Joe Leonard Jr. (l), KGAF Gainesville, TAB vice president, and George Tarter (r), KCBD-AM-TV Lubbock, secretary-treasurer.

LOUISE SANDERS, formerly with Southern California Broadcasters Assn., KDAY Santa Monica and *Queen for a Day,* appointed assistant public relations director of Los County Angeles County Heart Assn.

MANUFACTURING

MR. ADLER

HAROLD J. ADLER, formerly v.p. of Edwin I. Guthman Co., named v.p. in charge of operations, Shure Bros. Inc., Evanston, Ill., manufacturers of microphones and electrical components. Mr. Adler was chief electrical engineer of Sentinel Radio Co. for 17 years and for five years director of engineering of Hallicrafters Co.

WILLIAM H. MYERS, business development planning, Harrison plant of RCA, appointed manager, market planning-special projects, entertainment tube products dept., RCA Electron Tube Div. there.

STEWART NELLIS, previously with Materials Lab of New York Naval Shipyard, Brooklyn, named sales manager of Technical Wire Products Inc., Springfield, N.J.

ADDLEY GRAY, formerly program director, WMBV-TV Marinette, Wis., to Space Technology Labs, L.A., as editorial assistant of advertising and professional recruiting department.

ARNOLD SADOW, previously assistant head of Science & Technology Div. of Queens Borough Public Library, appointed chief technical librarian at Adler Electronics Inc., New Rochelle, N.Y.

EWEN C. ANDERSON, RCA executive v.p. for public relations, reported recuperating in Nantucket (Mass.) hospital, following heart attack in late September.

TRADE ASSNS.

CLAYTON J. COSSE, president of Dora-Clayton Adv., Atlanta, elected governor of seventh district (deep South) of Advertising Federation of America, which encompasses Alabama, Georgia, Mississippi, Tennessee, and southern Louisiana.

HARRY L. BRYANT, v.p. and chief engineer, Radio Recorders, Hollywood, elected executive v.p. of Audio Engineering Society.

KEITH CULVERHOUSE, director of sales development for Television Bureau of Advertising, promoted to director of sales promotion, succeeding **GORDON HELLMAN,** who resigned last August. **MURRAY GROSS,** assistant director of sales promotion for TvB was named to Mr. Culverhouse's former post.

MIG FIGI, station manager, WAUX Waukesha, elected president of Wisconsin Broadcasters Assn., succeeding **HUGH BOICE,** general manager of WEMP Milwaukee and KWK St. Louis, Mo.

HAL STEBBINS, Hal Stebbins Inc., elected chairman of Southern California Council of American Assn. of Adv. Agencies. **THOMAS DILLEN,** BBDO, named vice chairman and **EDWARD NEALE SR.,** Neale Adv. Assoc., secretary-treasurer. On 4-A board of governors are **ALFRED ATHERTON,** Atherton Mogge Privett Inc.; **MARTIN R. KLITTEN,** Martin R. Klitten Inc.; **VERN EASTMAN,** D'Arcy Adv. Co.; and **TED FACTOR,** Doyle Dane Bernbach Inc.

JOHN METZGER, radio-tv production manager of Byer & Bowman Adv. Agency, elected president of Columbus (Ohio) Radio-Tv Executives Club. Other officers: **DR. RICHARD MALL,** program consultant of Peoples Broadcasting Corp., first v.p.; **ANN DUFFY,** radio-tv department of Byer & Bowman, agency representative; **HARRY MOHR,** promotion director of WTVN (TV), second v.p.; **JERRY KAY KRETCHMAR,** promotion coordinator of Don M. Casto Shopping Center Promotion Agency, treasurer; **SHIRLEY DUNHAM,** WVKO promotion director, publicity chairman, and **BETTY DIXON,** WBNS-TV film director, secretary and third v.p.

EDUCATION

DAVE BERKMAN, formerly producer-director at WHIZ-TV Zanesville, Ohio, named staff producer-director at Wayne State U.'s WTVS (TV) Detroit. **TOM OLSON,** former producer-director at WHTN Huntington, W. Va., appointed instructor in radio and television at Wayne State U.

GOVERNMENT

SPRIGGS

COMMODORE A. J. SPRIGGS, USN (ret), v.p. in charge of Packard-Bell Electronics Corp.'s eastern operations, has been granted leave of absence to accept appointment by Business & Defense Services Administration of U. S. Dept. of Commerce. Commodore Spriggs will act as advisor to director, electronics division.

INTERNATIONAL

NORM BOTTERILL, manager of CJOC Lethbridge, Alta., to executive v.p. of Lethbridge Broadcasting Ltd., Lethbridge.

CEC McKNIGHT, CKSO Sudbury, Ont., to station manager, CJNR Blind River, Ont.

CAM PERRY, national sales manager of CJCA Edmonton, Alta., to manager of CFGP Grande Prairie, Alta., succeeding **ART BALFOUR,** appointed manager of CJOC Lethbridge, Alta.

MRS. JEAN BERG, formerly director of Television Programs of America, N. Y., appointed director of press and promotion of CFCF Montreal, Que.

FRANK ROBINSON to manager radio-tv department of Ronalds Adv. Agency, Toronto, Ont.

Murray Carpenter

Station Authorizations, Applications

As Compiled by BROADCASTING

Oct. 9 through Oct. 15

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

New Tv Stations

ACTION BY FCC

Pocatello, Idaho—KBLI Inc.—Granted ch. 6 (82-88 mc); ERP 12.8 kw vis., 6.4 kw aur.; ant. height above average terrain 5897.25 ft., above ground 133 ft. Estimated construction cost $150,000, first year operating cost $227,000, revenue $240,000. P. O. address Box 1476, Salt Lake City. Studio location 1235 N. Main St., Pocatello. Trans. location mountain peak 3.5 miles w. of Pocatello. Geographic coordinates 42° 52′ 26″ N. Lat., 112° 30′ 47″ W. Long. Trans. RCA, ant. RCA. Legal counsel Robert W. Hughes, 2121 South State St., Salt Lake City. Consulting engineer Edward D. Johnson, Salt Lake City. Owners are **Granite District Radio Bcstg. Co.** (70%) and others. Granite District is licensee of **KNAK Salt Lake City** and **KBLI Blackfoot, Idaho.** Announced Oct. 15.

APPLICATION

Jonesboro, Ark.—Patteson Brothers Radio Station KBTM ch. 8 (180-186 mc); ERP 54.5 kw vis., 30.6 kw aur.; antenna height above average terrain 464 ft., above ground 387 ft. Estimated construction cost $208,000, first year operating cost $75,000, revenue $100,000. P. O. address % KBTM, Jonesboro. Studio-Trans. location, 5 miles south of Jonesboro on State Highway 1. Geographic coordinates 35° 48′ 46″ N. Lat., 90° 41′ 58″ W. Long. Trans.-ant., RCA. Legal counsel Harry J. Daly, Washington Consulting engineer Ralph J. Bitzer, St. Louis. Applicants, **Alan G. Patteson Jr.** and **Carter Patteson,** also own **KBTM.** Announced Oct. 13.

Existing Tv Stations

ACTIONS BY FCC

KWWL-TV Waterloo, Iowa—Granted waiver of Sect. 3.652 to permit KWWL-TV to indentify itself as **Cedar Rapids** as well as **Waterloo.** Comr. Lee dissented. Announced Oct. 15.

WMT-TV Cedar Rapids, Iowa—Granted waiver of Sect. 3.652 to permit WMT-TV to identify itself as **Waterloo** as well as **Cedar Rapids.** Comr. Lee dissented. Announced Oct. 15.

CALL LETTERS ASSIGNED

WFTV Onondaga, Mich.—Tv Corp. of Mich., ch. 10.

WMSB Onondaga, Mich.—State Board of Agriculture, ch. *10.

WENH Durham, N. H.—U. of New Hampshire, ch. *11.

Translators

APPLICATIONS

Charleston, Ore.—Ocean View Tv Translator Inc. ch. 75 281.9 w. P. O. address Box 546, Empire, Ore. To translate programs of KOIN (TV) Portland, Ore. Applicant is non-profit. Announced Oct. 9.

Quitaqua and **Turkey, Tex.—Valley Translator System** chs. 70 and 76, 217 w. P. O. address % **Odell E. Setliff,** Turkey. To translate programs of KGNC-TV and KFDA-TV, respectively, both Amarillo, Tex. Mr. Setliff, sole proprietor, is in rado-tv repair. Announced Oct. 9.

New Am Stations

ACTIONS BY FCC

Miami-South Miami, Fla.—Louis G. Jacobs—Granted 990 kc, 5 kw unl. P. O. address 540 Altara Ave., Coral Gables, Fla. Estimated construction cost $67,958, first year operating cost $100,000, revenue $150,000, Mr. Jacobs, advertising-public relations interests, will be sole owner. Announced Oct. 15.

Pompano Beach, Fla.—Pompano Beach Bcstg. Corp. Granted 980 kc, 1 kw DA, D. Announced Oct. 15.

Wilson, N. C.—Harry A. Epperson Jr.—Granted 1350 kc, 1 kw D. P. O. address Box 87, Petersburg, Va. Estimated construction cost $14,.95, first year operating cost $42,000, revenue $48,000. **Harry Epperson Jr.,** sole owner, also owns **WPVA Colonial Heights-Petersburg, Va.** Announced Oct. 15.

Tomah, Wis.—The Tomah-Mauston Bcstg. Co.,—Granted 1390 kc, 1 kw D. P. O. address 1823 Superior Ave., Tomah, Wis. Estimated construction cost $21,890, first year operating cost $25,000, revenue $30,000. Owners are **Hugh W. Dickie, Thomas M. Price** and **Roger L. Belke** (each one-third). Mr. Dickie is sales manager of **WCOW Sparta, Wis.** Mr. Price is manager, Tomah Studio, WCOW. Mr. Belke is chief engineer, WCOW. Announced Oct. 15.

APPLICATIONS

Colorado Springs, Colo.—Mercury Bcstg. 790 kc, 500 w D. P. O. address % Rex O. Stevenson, 18 10th St., San Francisco. Estimated construction cost $43,939, first year operating cost $37,500, revenue $46,000. San Francisco businessmen **Rex O. Stevenson, Robert S. Pommer, Harry Saxe Jr. and Jack E. Falvey** are equal partners. Announced Oct. 10.

Jackson, Miss.—Star Group Bcstg. Co. 1550 kc, 10 kw D. P. O. address Box 352, Booneville, Miss. Estimated construction cost $45,500, first year operating cost $100,000, revenue $100,000. Owners are **E. O. Roden** (30%), **W. I. Dove** (20%) and five others with 10% each. Mr. Roden's broadcast interests: 100% of **WBIP Booneville,** 30% of **WTUP Tupelo** and 40% of **WGCM Gulfport,** all **Mississippi;** 40% of **KREL Baytown, Tex.;** 40% of **WBOP Pensacola, Fla.,** and 40% of **WRBS Tuscaloosa, Ala.** Mr. Dove owns 40% of WTUP and 23% of KREL, WGCM, WBOP and WRBS. Announced Oct. 10.

Arecibo, P. R.—Jose Donate Casanovas 1460 kc, 500 w, 1 kw LS, unl. P. O. address Ave. Juan Rosado #261, Arecibo. Estimated construction cost $18,653, first year operating cost $18,000, revenue $24,000. Mr. Casanovas, sole owner, owns

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RADIO • TELEVISION • NEWSPAPER

Ray V. Hamilton

Today and tomorrow (20-21) Ray Hamilton and Jack Maurer will be attending the NAB Management Meeting at the Somerset Hotel, Boston.

Next Monday and Tuesday (27-28) meet with them at the Statler-Hilton in Washington, D. C.

Jackson B. Maurer

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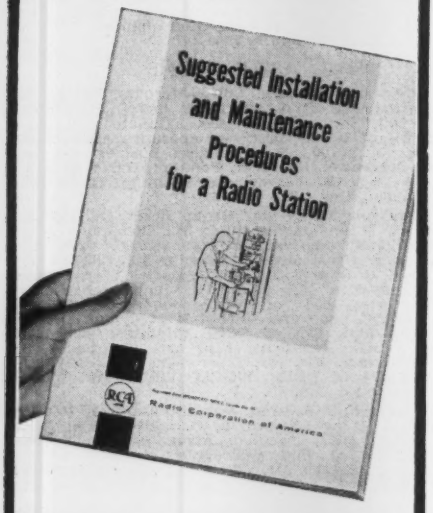

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radio and tv center. Announced Friday, Oct. 10.

Fountain City, Tenn.—Radio Fountain City Inc. 1430 kc, 1 kw D. P. O. address % **Francke Fox,** WHLN Radio, Harlan, Ky. Estimated construction cost $16,100, first year operating cost $60,000, revenue $75,000. Mr. Fox, 86.9% owner of **WHLM,** owns 45%. **Mr. and Mrs. James M. Welch** (he has been in coal mining) own 50%. Announced Oct. 13.

Existing Am Stations

APPLICATIONS

KYCA Prescott, Ariz.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WBGR Jesup, Ga.—Cp to increase power from 1 kw to 5 kw and install new trans.

WBML Macon, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WITH Baltimore, Md.—Cp to increase power from 250 w to 1 kw and install new trans.

WLOX Biloxi, Miss.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KRTN Raton, N. M.—Cp to change hours of operation from unlimited to specified hours (6:00 am to 7 :00 p.m.).

WBVP Beaver Falls, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WDAD Indiana, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WMAJ State College, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WPRA Mayaguez, P. R.—Cp to decrease nighttime power from 10 kw to 1 kw; change from employing directional antenna night and day to non-directional, change ant.-trans and studio locations, operate trans, by remote control and change station location from Mayaguez, Puerto Rico to San Juan, Puerto Rico.

WGCD Chester, S. C.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KUEN Wenatchee, Wash.—Cp to increase power from 500 w to 1 kw and install new trans.

WBIZ Eau Claire, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

CALL LETTERS ASSIGNED

KBJT Fordyce, Ark.—Kermit F. Tracy, 1570 kc. Changed from KRFA.

KTPA Prescott, Ark.—Southern Bcstg. Co., 1370 kc.

KBAB San Diego, Calif.—Balboa Bcstg. Corp. Changed from KDEO.

WMMM Westport, Conn.—Westport Bcstg. Co., 1260 kc.

KANV Jonesville, La.—Old South Bcstg. Co., 1480 kc. Changed from KLEC.

WOWE Allegan, Mich.—Allegan County Bcstrs., 1580 kc.

KYRO Potosi, Mo.—Franklin County Bcstg. Co., 1280 kc.

KGVW Belgrade, Mont.—Kings Garden Inc., 630 kc.

KOLL Libby, Mont.—Robert R. Rigler, 1230 kc.

KQEO Albuquerque, N. M.—KQUE Corp., 920 kc.

WNCO Ashland, Ohio—Radio Ashland Inc., 1340 kc.

KABY Albany, Ore.—Albany Bcstg. Corp., 990 kc.

KASE Austin, Tex.—Austin Radio Co., 970 kc.

WMEK Chase City, Vt.—Mecklenburg Bcstg. Co., 980 kc.

WTUG Tuscaloosa, Ala.—Tri-Cities Bcstg. Co., 790 kc.

New Fm Stations

ACTIONS BY FCC

El Cajon, Calif.—Kenneth C. Forror—Granted 93.3 mc, 3.44 kw P. O. address 1207 Merritt Dr., El Cajon. Estimated construction cost $15,890, first year operating cost $37,200, revenue $54,000. Applicant is osteopath. Announced Oct. 15.

New Haven, Conn. Yale Bcstg. Co.—Granted 96.1 mc, .305 kw. P. O. address % J. Paul Horne, 514 S. Fairfax St., Alexandria, Va. Estimated construction cost $3,886, first year operating cost $13,250, revenue $14,150. Applicant is non-profit organization. Announced Oct. 15.

Indianapolis, Ind.—WIBC Inc.—Granted 93.1 mc, 2.81 kw. P. O. address 2835 N. Illinois St., Indianapolis. Estimated construction cost $24,728, first year operating cost $15,000, revenue $20,000. Applicant, licensee of **WIBC Indianapolis,** is owned 51% by **Richard M. Fairbanks** who owns **WRMF Titusville, Fla.** Announced Oct. 15.

Buffalo, N. Y.—WEBR Inc.—Granted 96.1 mc 16 kw. P. O. address % Frank B. Ridgeway, 23 North St., Buffalo. Announced Oct. 15.

Memphis, Tenn.—WMPS Inc.—Granted 97.1 mc, 21.5 kw. P. O. address 112 Union Ave., Memphis. Estimated construction cost $26,850. Applicant plans 100% program duplication of its am station, **WMPS Memphis.** Announced Oct. 15.

APPLICATIONS

Grand Junction, Colo.—Western Slope Bcstg. Co. 92.3 mc 2.79 kw P. O. address Box 30, Grand Junction. Estimated construction cost $10,595, first year operating cost $2,500, revenue $1,500. Applicant is licensee of **KREX-AM-TV Grand Junction, Colo.** Its president, **Rex G. Howell,** owns 50% of **KGLN Glenwood Springs, Colo.** Announced, Oct. 15.

Tampa, Fla.—Charles P. B. Pinson Inc. 97.9 mc 6.97 kw. P. O. address 1221 Arlington Ave., North St., Petersburg, Fla. Estimated construction cost $17,036, first year operating cost $3,600, revenue $5,000. Mr. Pinson, sole owner, is in domestic public land mobile radio. Announced Oct. 14.

Chicago, Ill.—Skywave Inc. 106.7 mc, 35.5 kw. P. O. address 308 W. Randolph St., Chicago. Estimated construction cost $27,700, first year operating cost $18,000, revenue $30,000. Owners are **Willian Irvin** of *Chicago American* (40%), **Edward Krupkowski** (each 20%), in gas station work, and others. Announced Oct. 9.

Louisville, Ky.—Jefferson Bcstg. Co. 95.1 mc, 8.5 kw. P. O. address % Station WTMT, 1300 S. 4th St., Louisville. Estimated construction cost $18,030, first year operating cost $2,500, revenue $3,000. Applicant is licensee of **WTMT Louisville. Earl F. Hash,** president and 27.3% stockholder, also owns **KPID Payette, Idaho.** Announced Oct. 15.

East Liverpool, Ohio—East Liverpool Bcstg. Co. 104.3 mc, 27.1 kw. P. O. address Box 760, East Liverpool. Estimated construction cost $24,796, first year operating cost $4,000, revenue $4,000. Applicant is licensee of **WOHI East Liverpool.** Announced Oct. 13.

San Juan, Puerto Rico—Segismundo Quinones Jr. 98.5 mc, 17.6 kw. P. O. address Box 490 San Juan. Estimated construction cost $26,337, first year operating cost $37,200, revenue $38,500. Applicant is with WAPA San Juan. Announced Oct. 13.

Norfolk, Va.—Electronic Research Inc. 99.7 mc, 11.5 kw. P. O. address 700 Sparrow Rd. Norfolk. Estimated construction cost $1,795, first year operating cost $9,500, revenue $11,000. Owners **Eric B. Zoro** (48.1%) and **Dexter E. Phibbs** (44.5%) are with WAVY-TV Portsmouth, Va. Announced Oct. 14.

Existing Fm Stations

CALL LETTERS ASSIGNED

KFMH Colorado Springs, Colo.—Fm Colo. Co., 96.5 mc.

WAYL Silver Spring, Md.—Tri-Suburban Bcstg. Corp. Changed from WILY-FM.

WFMX Statesville, N. C.—Statesville Bcstg. Co., 105.7 mc. Changed from WSIC-FM.

KBIM-FM Roswell, N. M.—Taylor Bcstg. Co., 97.1 mc.

WNCO-FM Ashland, Ohio—Radio Ashland, Inc., 101.3 mc. Changed from WATG-FM.

KGNC-FM Amarillo, Tex.—Plains Radio Bcstg. Co., 93.1 mc.

Ownership Changes

ACTIONS BY FCC

KBON Omaha, Neb.—Granted assignment of license to **Goldenrod Bcstrs. Inc. (Joe Gratz** and **Maurice M. Fleischl**); consideration $170,000.

KOSF Nacogdoches, Texas—Granted assignment of license from **Kelly Bell** and **J. C. Stallings** to latter; consideration $15,000. Announced Oct. 15.

WHBG Harrisonburg, Va.—Granted assignment of license to **Radio Harrisonburg Inc. (Jeffrey A. Abel** [of Henry J. Kaufman & Assoc.], president; **Charles E. Dillon,** vice president, has interest in WDOV Dover, Del., and with wife, in WOL-AM-FM Washington, D. C.); consideration $80,000. Announced Oct. 15.

WWOR-TV Worcester, Mass.—Granted assignment of license to **Springfield Tv Bcstg. Corp.,** (WWLP [TV], ch. 22, Springfield, and WRLP [TV], ch. 32, Greenfield, Mass.); conditioned that assignment be consummated and Commission so advised within 20 days and that assignee resume operation of WWOR-TV within 90 days of such consummation; stock transaction. Announced Oct. 15.

WKKO Cocoa, Fla.—Granted assignment of licenses to **John B. Cook Jr.**; consideration $160,000 Announced Oct. 15.

WMDF Mount Dora, Fla.—Granted assignment of license to **Triangle Bcstg. Corp. (E. O. Roden,** WBIP Booneville, Miss., who, with other stockholders, has interests in WTUP Tupelo, Miss., KREL Baytown, Texas, WGCM Gulfport, Miss., WBOP Pensacola, Fla., and WRBS Tuscaloosa, Ala.); consideration $30,250. Announced Oct. 15.

WHLT Huntington, Ind.—Granted relinquishment of positive control by **William J. Warren** through the gift of undivided 50% interest to his wife, **Vivian Warren.** Announced Oct. 15.

WMRI-AM-FM Marion, Ind.—Granted transfer of control from **Gardner J. Thomas,** et al., to **Federated Publications Inc.**; no further consideration in view of fact that transferee previously acquired stock of licensee (Chronicle Publ. Co.) for $1,924,740, which assignment was approved June 17. Announced Oct. 15.

KLUE Shreveport, La.—Granted assignment of license to **Kenwil Inc. (David Kent,** president); consideration $65,000. Announced Oct. 15.

APPLICATIONS

KWCB Searcy, Ark.—Seeks transfer of control (87%) from **C. N., Mary** and **Carlene Dodd** to **C. R. Horne** for $72,000. Mr. Horne has 80% interest in **KXRJ Russellville, Ark.** Announced 13.

WMT Cedar Rapids and **KWMT Fort Dodge,** both **Iowa**—Seek transfer of control of licensee **(American Bcstg. Stations Inc.)** from **William B. Dolph** and **William B. Quarton,** trustees, to **Helen Shaffer Mark, Helena Mark Hermann** and **Herbert M. Bingham,** trustees, and from **F. E. McMillen** trustee, to Mr. McMillen and **Robert L.**

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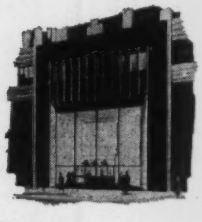

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FOR THE RECORD CONTINUED

Hood, co-trustees (two separate trusts). Announced Oct. 13.

WCMI-AM-FM Ashland, Ky.—Seeks transfer of 100% of licensee **(Edwina Bcstg Co.)** from **George H. Clinton** to **WCMI Radio Inc.** for $69,285. Purchaser **Frederic Gregg Jr.** is gen. mgr. of WLAP-AM-FM Lexington, Ky. Announced Oct. 9.

WKYW Louisville, Ky.—Seeks acquisition of positive control (100%) of licensee **(Radio Kentucky Inc.)** by **F. Eugene Sanford** through purchase of 50% by **Radio Ky.** from **Edwin E. S. Weldon** for $125,000. Announced Oct. 15.

WFUR Grand Rapids, Mich.—Seeks acquisition of positive control of licensee **Furniture City Bcstg. Corp.** by William Kuiper Sr. through purchase of 50 shares from William E. Kuiper for $1,125. Mr. Kuiper increases ownership from 49.1 to 50.3%. Announced Oct. 10.

WISK St. Paul, Minn.—Seeks assignment of license from **Victor J. Tedesco** and **Nicholas Tedesco** d/b as **BVM Bcstg. Co.** to **B.V.M. Bcstg. Co.** Corporate change. No control change. Announced Oct. 13.

WRNB New Bern, N. C.—Seeks assignment of license from **WBOF-TV Inc.** to **William W. Jefferay** for $80,000. Mr. Jefferay is former vp-gen. mgr. **KXLW Clayton, Mo.** Announced Oct. 9.

WADA Shelby, N. C.—Seeks assignment of license from **Eugene Slatkin** and **Boyce J. Hanna,** d/b as **Cleveland County Bcstg. Co.** to **Cleveland County Bcstg. Co.,** Mr. Hanna (two-thirds) and **Harold J. Noles** (one-third), Mr. Slatkin selling his interest to Mr. Hanna for $5,000. Announced Oct. 10.

KSJB Jamestown and **KCJB Minot,** both **North Dakota**—Seek assignment from **James M. Pryor** to **KSJB Inc.** and **KCJB Inc.,** respectively. Corporate change. No control change. Announced Oct. 9.

KLOS Albuquerque, N. M.—Seeks transfer of 65.28% of licensee **(B & M Bcstrs. Inc.)** from **Western Bcstg. Co.** to **E. Boyd Whitney** and **George Oliver** for $45,000. Mr. Whitney currently owns 34.72% of **KLOS** and 50% of **KLYN Amarillo, Tex.** Announced Oct. 15.

KEAN Brownweed, Tex.—Seeks acquisition of negative control (50% each) by **C. E. Farren** and **Pat F. Davidson** (formerly each one-third) through purchase of remaining one-third from **C. J. Farren** for $7,000 and retirement thereof. Announced Oct. 13.

Hearing Cases

FINAL DECISION

By memorandum opinion and order, Commission adopted Aug. 13 initial decision as amended by Commission, and granted applications of **Pompano Beach Bcstg. Corp.** for new am station to operate on 980 kc, 1 kw, DA, D, in **Pompano Beach, Fla.,** without condition, and **Louis G. Jacobs** for new am station on 990 kc, 5 kw, DA, U, in **Miami-South Miami, Fla.,** with new conditions imposed by Commission. Announced Oct. 15.

INITIAL DECISIONS

Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of **Robert A. Corley** for new am station to operate on 1570 kc, 1 kw, D, in **College Park, Ga.** Announced Oct. 15.

Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of **New Bcstg. Co.,** for new Class B fm station to operate on 107.5 mc in **New York, N. Y.,** and denying competing applications of Herbert Muschel and Independent Bcstg. Co. Announced Oct. 13.

OTHER ACTIONS

By order, Commission granted request by M & M Bcstg. Co. (WMAM and WMBV-TV), Marinette, Wis., to withdraw its petition to revise hearing issues in proceeding on application to transfer control of company from William Walker, et al., to Evening Telegram Co., Norman M. Postles, and Walter C. Bridges. Announced Oct. 15.

By order, Commission granted request by WOV Bcstg. Corp. (WOV), New York, N. Y., to withdraw its petition for rehearing of May 7 decision which granted application of WGLI Inc., for new am station (WGLI) to operate on 1290 kc, 1 kw, DA-1, U, in Babylon (village), N. Y. Announced Oct. 15.

By memorandum opinion and order, Commission granted joint petition by The Firmin Co., Vincennes, Ind., and Forrest City Bcstg. Co., (KXJK), Forrest City, Ark., to extent of enlarging issues in am proceeding on Firmin application and that of Hirsch Bcstg. Co. (KFVS), Cape Girardeau, Mo., to add new issues to determine whether proposed operation of Hirsch would cause objectionable interference to KXJK, WABG, Greenwood, Miss., or any other existing am stations and, if so, nature and extent thereof, areas and populations affected thereby, and availability of other primary service to such areas and populations. Announced Oct. 15.

By letter, Commission waived Sect. 3.651(c) and granted Chicago Educational Television Association (WTTW, Channel *11), Chicago, Ill., six-month temporary authorization to utilize aur. trans. of its station to transmit stereophonic sound broadcasts in conjunction with station WFMT-TV, Chicago. Comr. Ford dissented. Announced Oct. 15.

By memorandum opinion and order, Commission denied petition by Georgia State Department of Education for rule making to reserve ch. 8 for educational use in Waycross, Ga. Announced Oct. 15.

By letter, Commission denied request by United Bcstg. Co. (KVOG), Ogden, Utah, that KOPP Inc., be required to select new call letters for its station KKOG in Ogden. Commission sees no confusion.

By letter, Commission requested further information in connection with application for transfer of control of Independent Television Inc. (WITI-TV, Channel 6), Whitefish Bay, Wis., from Jack Kahn, et al., to Storer Bcstg. Co. Comrs. Lee and Cross dissented to letter and voted to grant application. Announced Oct. 15.

Jeannette Bcstg. Co., Jeannette, Pa.; Carnegie Bcstg. Co., Carnegie, Pa.—Designated for consolidated hearing applications for new am stations to operate on 1590 kc D—Jeannette with 500 w, and Carnegie with 1 kw and DA; made WAKU Latrobe, Pa., party to proceeding.

WHAW Weston, W. Va.; WPDX Clarksburg, W. Va.—Designated for consolidated hearing applications for change of facilities of WHAW from 1450 kc, 250 w, U, to 980 kc, 1 kw, D, and WPDX from 750 kc, 1 kw, D, to 980 kc, 5 kw, D.

Cherokee Bcstg. Co., Centre, Ala.—Designated for hearing application for new am station to operate on 990 kc, 250 w, D.

WEZY Cocoa, Fla.—Designated for hearing application for mod. of cp to change facilities from 1480 kc, 1 kw, D, to 1350 kc, 1 kw, 500 w-LS, DA-N; made WROD Daytona Beach, Fla., party to proceeding.

Routine Roundup

PETITIONS FOR RULE MAKING FILED

Hawaiian Broadcasting System Ltd., Honolulu, Hawaii—Requests that ch. 7 be deleted from Honolulu and Hilo and substituted for ch. 8 in Wailuku, and that ch. 11 be reserved for noncommercial educational use in Honolulu.

Hoyt B. Wooten, d/b as WREC Broadcasting Service, Memphis, Tenn.—Requests changes in offset carrier requirements wherein ch. 3 at Memphis would be changed from minus to zero (even) offset; ch. 3 at Louisville, Ky. would be changed from minus to zero (even) offset; and ch. 3 at Harrisburg, Ill. would be changed from zero (even) to minus offset.

ACTIONS ON MOTIONS

By Comr. Frederick W. Ford on Oct. 10

Granted petition by Northside Bcstg. Co. for extension of time to Oct. 27 to file replies to exceptions to initial decision in proceeding on its am application and that of Southeastern Indiana Bcstrs. Inc., both Jeffersonville, Ind.

Granted petition by Jefferson Radio Co., Irondale, Ala., for extension of time to Oct. 20 to file reply to exceptions in proceedings on its am application and that of The Bessemer Bcstg. Co. (WBCO), Bessemer, Ala.

Granted petition by Musical Heights Inc., Braddock Heights, Md. for extension of time to Oct. 20 to file reply to petition by WAYZ to enlarge issues in proceeding on its am application.

Granted petition by Albuquerque Bcstg. Co. (KOB), Albuquerque, N. M. for extension of time to Nov. 25 to file an opposition to petition by American-Paramount Theatres Inc. (ABC), for rehearing in proceeding on KOB's applications.

By Chief Hearing Examiner James D. Cunningham on Oct. 10

Scheduled hearing for Dec. 8 on am applications of Graves County Bcstg. Co., Providence, Ky., and Muhlenburg Bcstg. Co. (WNES), Central City, Ky.

By Hearing Examiner Isadore A. Honig on Oct. 13

On own motion, scheduled prehearing conference for Oct. 29 on am application of Russell G. Salter, Aurora, Ill.

Scheduled further prehearing conference for Oct. 24 on am applications of Standard Bcstg. Corp., and Clifford C. Harris, both Oswego, N. Y.

By Hearing Examiner Millard F. French on dates shown

Continued from Oct. 14 to Oct. 16 hearing on fm applications of The Riverside Church in the City of New York, N. Y., and Huntington-Montauk Bcstg. Co., Huntington, N. Y. Action October 10.

Continued from Oct. 28 to Jan. 5, 1959 hearing in Tampa-St. Petersburg, Fla., tv ch. 10 proceeding (Florida Gulfcoast Bcstrs. Inc., et al.); and scheduled further prehearing conference for Dec. 10. Action October 13.

By Hearing Examiner Annie Neal Huntting on Oct. 14

Scheduled prehearing conference for Nov. 3 on application of Wicomico Bcstg. Co. (WICO), Salisbury, Md., for am facilities.

By Hearing Examiner Basil P. Cooper on Oct. 13

Granted petition by Pasadena Presbyterian Church, Pasadena, Calif. for extension of time from Oct. 14 to Oct. 30 for exchange of exhibits in proceeding on its fm application and that of Armin H. Whittenberg Jr., Los Angeles, Calif.

By Hearing Examiner H. Gifford Irion on Oct. 13

Granted petition by Clarence Wilson, Hobbs, N. M., for leave to amend his am application to specify 1390 kc in lieu of 1430 kc; application as amended removed from hearing docket.

Continued on page 114

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RADIO

Help Wanted

Management

Proven successful sales producer to join multi-station operation as manager. Gulf states area. Medium markets. Box 785F, BROADCASTING.

Sales

Northern Illinois—independent top money and future for salesman who loves to sell. Box 291G, BROADCASTING.

Opportunity radio salesman. Salary plus commission. Good market. ABN Texas Station. Box 334G, BROADCASTING.

Salesman—Young man who desires to grow with established regional radio station, Washington-Baltimore area. Sincere, dependable, hard worker, with some experience. Opportunity unlimited to right man. Box 350G, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

New York-Newark excellent opportunity for man with outstanding radio sales record to earn well into 5 figure income. Salary plus commission. Good prospects for promotion to even bigger job. In chain of 8 radio-tv stations. Send photo and history of billings and earnings to Hal Walton. WNJR, Newark, N. J.

Announcers

Staff announcer for North Carolina independent. Experience necessary. Not interested in personality deejay. Box 241G, BROADCASTING.

Announcer-first phone with several years commercial experience for expanding Illinois kilowatt. No top 40 types. Good pay for competent air salesman. Many fringe benefits. Personal interview necessary. State age, education, experience. Box 274G, BROADCASTING.

Desirable staff position with kilowatt independent near Chicago. Capable announcer must be experienced all phases, including production spots. News gathering and writing ability helpful. Personal interview required. List age, education, experience in detail. Box 275G, BROADCASTING.

Opportunity for married staff announcer. Send resume. ABN Networks Texas. Box 333G, BROADCASTING.

Pop dj—must be fast mover. Good starting salary. Semi-tropical, progressive Rio Grande Valley. Send tape and resume. Box 343G, BROADCASTING.

Maryland independent wants experienced staff announcer for morning-afternoon disc shows. Box 343G, BROADCASTING.

Wanted, fast paced, bright morning man with first phone for major city in southern California. Send tape and complete background to Box 353G, BROADCASTING.

Midwest major market—first phone announcer for all night shift. Must be strong pop man. Send tape, history to Box 354G, BROADCASTING.

Needed immediately top flight announcer-chief engineer. Salary dependent on ability. Permanent job, good future. Send tape, references and full particulars. Box 357G, BROADCASTING.

Negro dj for one of the largest cities in the northeast. Do not apply unless you have had experience in one of the top negro programmed stations. Our employees know of this ad. Unusual opportunity for an experienced, mature man who is ready to move up into a major position. Send tape, photo and background. Box 363G, BROADCASTING.

Central Pennsylvania daytimer wants a pleasant-sounding dj-announcer. Send tape, salary requirements and resume in first reply. Immediate opening. Box 373G, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer-deejay for midwest station in two million market. Must be sharp on production and board operation. Must know music. Send resume, picture and tape to Box 380G, BROADCASTING.

Beautiful Wisconsin is calling a morning man for independent news and music station. Prefer combo man with first ticket. Will use straight announce. Write Box 400G, BROADCASTING.

Wanted. Experienced announcer. Can also sell. Contact Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana.

Sigma Delta Chi winning news department has immediate openings for two news men with good snappy dramatic delivery and definite nose for news. Send tapes and resume with all possible haste to Dave Muhlstein, News Director, KLIF, Dallas, Texas.

Good announcer who can help with copy, sales, if desired. Extra pay for 1st phone. Job will pay from $75 to $100 per week. E. H. Whitehead, KTLU, Rusk, Texas.

Announcer-newsman with experience. $80. WCOJ, Coatesville, Penna.

New Jersey daytimer needs announcer with some sales experience. Tape, experience, and references. WNNJ, Newton, New Jersey.

Announcer, 1st phone. Morning shift for mid-Michigan daytimer. Music and news. Write resume with salary requirements and send tape to WOAP, Owosso, Michigan.

Morning man with first ticket. Ideal working conditions, salary. WRUM, tel. 1057, Rumford, Maine.

Looking for a bright future with an 8-station radio-tv chain? Openings immediately for 2 top-flight experienced announcers. Need dj or newsman for number one music and news station, Wilmington, Del. Also morning man with first ticket for Indianapolis. Rush background, salary and audition tape to Tim Crow, Rollins Broadcasting, 414 French St., Wilmington, Del.

Technical

Wanted at once—Technical man who is lousy announcer but good at maintenance and construction and loves it. Station near Philadelphia. Box 198G, BROADCASTING.

Radio operator. First class license. AM-fm transmitter experience. Eastern New York area. Send resume and salary requirements. Excellent opportunity. Box 398G, BROADCASTING.

Minnesota radio needs experienced engineer with some announcing ability. State full particulars first letter. KMHL, Marshall, Minn.

Florida regional daytimer needs first class engineer-announcer as chief. Eighteen hours board and little maintenance. WAVP, Avon Park.

Wanted: Engineer with first class license. WSYB, Rutland, Vermont.

Production-Programming, Others

Copywriter, experienced. Immediate opening. Contact Leo Jylha, WBCM, Bay City, Michigan.

Growing chain needs top flight newsmen. Must have experience and top references. Opportunity to become program director. Apply: WLSV, Hotel Fassett, North Main Street, Wellsville, New York.

Copywriter for tv-radio operation Time-Life affiliate. Must at least have had good radio writing experience. Send history, copy, photo to Continuity Director, WOOD and WOOD-TV, Grand Rapids, Michigan.

Situations Wanted

Jock Laurence and the voices in the news. Now featured by 49 radio stations coast to coast. Laurence gives you exclusive news in crisp 45 second capsules for spotting in your local newscasts. His long distance calls am and pm daily bring your listeners from your Washington newsroom. Jock Laurence and the voices of the newsmakers themselves. You tape each informative news capsule live with your call letters. Call or write for reference stations and tape a timely audition. 1701-16th Street, N.W., Washington, D. C., ADams 2-0254 and ADams 2-8152.

Management

Manager, presently employed. 17 years experience as manager, commercial manager, program director in top markets. Also agency, and network. Best references past employers. Box 288G, BROADCASTING.

Louisiana man seeking job manager, small station southern states only. 32, married; available immediately. Box 368G, BROADCASTING.

Sales manager, suitable for good sized market; local and national assignments. Box 391G, BROADCASTING.

"Born to the Business!" . . . weaned on copy, announcing, programming . . . grew up in sales . . . matured in management. Have doubled business in two stations, ready to do it for you. Imaginative programming, intelligent promotion, inspired sales training, thorough knowledge of human element in handling staff. Accomplished speaker, civic leader, public relations expert. Top-notch executive worth increased sales and profit to you . . . $18,000 a year plus to me. Solid references. Prefer east of Mississippi or south. Write Box 402G, BROADCASTING.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 164G, BROADCASTING.

Averaged $15,000.00 yearly last 10 years. Wants solid operation radio or television. East of Mississippi. Box 360G, BROADCASTING.

Announcers

Sports announcer football, basketball, baseball. Seven years experience. Finest references. Box 620F, BROADCASTING.

Announcer, third class ticket. 10 years experience. A-1 voice. Married. Box 959F, BROADCASTING

Personality-dj, strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 165G, BROADCASTING.

Girl-dj-announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 166G, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 167G, BROADCASTING.

Announcer—radio and tv—also production, writing, good news, sports. College grad. Enthusiasm, hard worker. Draft exempt. Box 228G, BROADCASTING.

Experienced announcer-dj personality. Strong on commercials. Sales ability. Employed. Third phone. Married. Age 31. Tape, photo, references upon request. Box 322G, BROADCASTING.

God given gab: Inimitable young announcer. Yours for asking. Please try. Box 344G, BROADCASTING.

Two years experienced first phone announcer. No maintenance. Want Virginia, West Virginia, Maryland, Pennsylvania. College, single. Available immediately. Box 346G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

DJ-employed at McLendon-Storz type station. Seek permanent relocation northeast only. Box 347G, BROADCASTING.

Outstanding morning radio-tv personality (voice, characterizations, gimmicks, sports) desires to re-locate with metropolitan operation that uses personalities. Juke boxes need not reply. Currently employed at top rated station in one of nation's five major markets. Superior references. Box 352G, BROADCASTING.

Announcer 1½ years experience, married, earning $75.00, will travel. Box 356G, BROADCASTING.

Announcer, employed, desires relocation. Prefer Georgia, Alabama, Tennessee or Mississippi. Friendly, dependable—no cutie. Box 359G, BROADCASTING.

On the level! Versatile announcer, deejay, staff. Schooled by pro's. Can write! Box 365G, BROADCASTING.

Northwest announcer, some experience, ticket, no maintenance, prefer small independents. Box 366G, BROADCASTING.

Outstanding basketball broadcaster available. Ten years experience pro, college, high school. Reliable, reasonable. Box 367G, BROADCASTING.

Experienced announcer, program director, sales, prefers southern states. Married, 32. Minimum $400.00. Box 369G, BROADCASTING.

Five years commercial experience, radio, tv B.A. Excellent dj, strong news and commercials. Good references, married, presently employed. Write Box 371G, BROADCASTING.

DJ, news, production, special events, college, 21, 3rd ticket, 3 years all phases, $90 minimum, growing indies, you need me. Box 374G, BROADCASTING.

Mature announcer; experienced; good voice; excellent newscasts; conservative disc shows; knows good music; college graduate. Box 386G, BROADCASTING.

Announcer-dj; also sales, copywriting, news, commercials, music. Operate board. Box 388G, BROADCASTING.

Beautiful Wisconsin is calling a morning man for independent news and music station. Prefer combo man with first ticket. Will use straight announce. Write Box 400G, BROADCASTING.

Experienced, versatile dj. Midwest. Box 401G, BROADCASTING.

Versatile young announcer dj desires permanent position—married vet—good potenial. Box 405G, BROADCASTING.

Young man wishes to return to "first love", experienced at radio control board operation and all phases of radio-tv performing, for tapes and further information, write Box 406G, BROADCASTING.

Experienced negro dj's. R&B or religious. Prefer work Alabama, Florida, Georgia, Louisiana, Texas. Now working. Box 408G, BROADCASTING.

Sportscaster, morning man and staff announcer with present 1 kw station five years. Musical background, trumpeter and vocalist with Lawrence Welk and others. Married, one child. Location unimportant. Desire change to do more play-by-play. References. Box 409G, BROADCASTING.

Announcer-engineer. Thirteen months experience. Prefer Texas or New Mexico. Family man. 21. Call Jimmy Hogg, PAtrica 6209, or 61-6209, Lamesa, Texas.

Announcer-dj. Run own board. Working. Ready to move up north. Guy Moody, 906 N. Broad, Edenton, N. C. Phone 2178.

1st phone announcer-dj. Married, veteran, sober, dependable. Available immediately for permanent position. Steve Muzzio, 612 N. Bristol, Santa Ana, Calif., KImberly 2-1004.

Announcer-writer. Strong on news, classical, semi-classical music. Single, 35. Mature approach to job. Will travel. Sample material on request. C. M. Overed, Box 178, Port Alice, B. C., Canada.

Announcer, run own board, 3 years experience, staff work, willing to sell. Have suitcase, will travel. Allan Smith, 709 Division Street, Sparta, Wisconsin.

RADIO

Situations Wanted—(Cont'd)

Technical

Experienced engineer wishes announcing opportunity. First phone. Announcing school graduate. Married. 2 years college. Desires permanent position. Box 307G, BROADCASTING.

First phone, 19½ years old; 5 month's experience NYC station, including remote broadcast. Reliable-prefer east coast. Box 345G, BROADCASTING.

Reliable family man 11 years experience, 10 years as chief in all phases of radio including multiplex, am directional, and fm operations. Strong on construction and design, no announcing. Box 362G, BROADCASTING.

Engineer-1st phone. Ten years radio experience. Transmitter maintenance and control room operation. Also interested in learning television. Will relocate anywhere. Box 378G, BROADCASTING.

Have first class ticket. Will travel. Experience operating tv and radio. Fifteen years maintenance. Tech school graduate. Herbert F. Halbig, 101 Cedar Avenue, Willow Grove, Pa.

Combo man, 1st phone. Don Martin grad. James Jones, 1201 West Verdugo Avenue, Burbank, California.

Production-Programming, Others

Radio-tv newsman: Experienced legman-photographer-writer wants air work, too—prefers southeast. For details, write Box 220G, BROADCASTING.

Traffic-operations vacancy problem? Fully experienced woman, tv-radio, wants position with hard work and responsibility. Excellent references. Write Box 351G, BROADCASTING.

Newsman-announcer-program director—12 years experience. Good announcer, first phone. $100.00 minimum. Box 379G, BROADCASTING.

News director employed at 1 kw #1 station in 4-station market seeks chance to utilize news staff instead of present solo operation. Experience: sportswriter Phila. Inquirer, local news ahead of daily papers, major news scoops, play-by-play. College, married, car. Box 381G, BROADCASTING.

Promotion, publicity position desired. College journalism degree, newspaper experience. Presently employed as promotion-publicity manager midwest. Desire new location. Box 385G, BROADCASTING.

Newsman, gather, write and read news. Two years experience. Can handle small city newsroom. Box 403G, BROADCASTING.

Top-rated dj-program director desires return to large metropolitan eastern market. Ten years experience. All sports play-by-play. My product professional. Write or wire Ted Work, 9 4th St., S. E., Washington, D. C. Phone LIncoln 7-0056.

TELEVISION

Help Wanted

Management

Commercial-manager/salesman television. Expanding organization. Good base pay plus commission. Experienced. Midwest market. Box 200G, BROADCASTING.

Sales

Wanted, a local and regional salesmanager, must have had experience in directing and leading a local sales department. This is an exceptional opportunity. VHF network station west coast. Replies treated strictly confidential. Box 336G, BROADCASTING.

Technical

Chief engineer for am-fm and uhf-tv. Must be good technician and not meter watcher. Good salary. Insurance and benefits for right man. WAIM-TV, Anderson, S. C.

Need first class enigneer. Experience preferred. Gene Kowalewski, WBPZ-TV, Lock Haven, Penna.

Production-Programming, Others

Newscaster-director of radio-tv news; unlimited opportunity, expanding midwest organization. Salary dependent upon ability/experience. Send resume, picture and tape to Box 226G, BROADCASTING.

Prominent tv station in major midwest market accepting applications for head of tv continuity department. Commercial tv continuity required. Forward copy samples, complete resume with picture and salary requirements to Box 328G, BROADCASTING.

TELEVISION

Situations Wanted

Management

Manager or commercial manager. Excellent record in these positions in top markets. 17 years experience. Also network agency. Best references all employers. Box 287G, BROADCASTING.

Well over $200,000 local tv billing in 400,000 market. Desire advancement to commercial manager after top experience and billing! Young, settled, and know how to work. Prefer southern location. Available to suit your needs. Best references. Box 355G, BROADCASTING.

Commercial manager. Strong 10 years television sales record. National experience plus ability to lead local staff in creative sales. Best references. Box 404G, BROADCASTING.

Sales

Executive type salesman, looking for greener pastures. Heavy experience all levels. Striking appearance. Man of substance. Reliable. Self starter. Correspondence confidential. Box 340G, BROADCASTING.

Experienced in both metropolitan and small markets, mature salesman with 15 years in the business, 10 years radio, 5 years tv, desires permanent connection with good vhf-tv or top radio station. Married, sober, dependable and capable. Best references. Box 392G, BROADCASTING.

Executive type. Heavy sales experience all levels. Regular. Effective. Write in confidence. Box 410G, BROADCASTING.

Announcers

Professional radio-tv newscaster with dramatic voice and delivery that commands attention. Writes good copy consistently accurate. Metropolitan areas only. Box 361G, BROADCASTING.

Announcer, writer. TV, film, radio experience. News, sports, commercials. Versatile. Box 389G, BROADCASTING.

11 years radio and tv newscasting experience. I would like to direct or be a part of your news staff if you want an authoritative, competent, on camera newscaster familiar with all phases of tv news reporting. Presently employed; must move to a larger market. Box 399G, BROADCASTING.

Technical

Chief engineer—9 years experience, all phases television broadcasting. Past 4 years assistant chief. Box 243G, BROADCASTING.

Maintenance and control room operation. 1st phone, good training and experience background. Single. Available November 1st. Box 265G, BROADCASTING.

TV tech available after November 15, Network O & O uhf station going dark. Five years experience in operation and maintenance vhf, uhf xmtrs, plus all phases of studio operations. Three years am experience, one as combo-announcer engineer. Have 1st class radio-telephone license, married, age 32, will travel, domestic or foreign. Box 387G, BROADCASTING.

Production-Programming, Others

TV-radio sports director. Experienced in sportscasting, commentary and play-by-play. Presently associated with network sports department in New York. Interested in local operation. Box 332G, BROADCASTING.

News director, large midwest tv, wants relocation. Fully experienced, all phases. Willing to build news organization. Excellent attitude. Hard worker. $200.00 start. Box 372G, BROADCASTING.

Have 8 years experience; will travel. Alert young production minded family man is looking for a station that would put to use his experience. Presently employed. Box 375G, BROADCASTING.

Writer-producer-coordinator, New York tv experience. Dependable, cooperative, versatile. Box 390G, BROADCASTING.

Production director, also engineer experience, currently with major ABC affiliate, 10 years experience WFIL-TV, Philadelphia, Penna. Family man. Top references. Box 407G, BROADCASTING.

FOR SALE

Stations

Minnesota station presently grossing $70,000, asking $110,000 full price with $25,000 down. Box 248G, BROADCASTING.

A going uhf station with RCA equipment doing 65 local live shows each week. The entire station including tower can be moved to new location for $20,000.00. Price for everything $125,000.00 including land and buildings in the 27th largest market in America. Write Box 277G, BROADCASTING.

Southern clear channel daytimer. Good performer. Will sacrifice for $30,000.00 cash. Box 341G, BROADCASTING.

Up and going in Florida, 1 kw daytimer. Good billing at present-potential for more. One owner-new station. Reason for selling, other interest. Buy direct from owner for $53,000. $26,000 down. Box 376G, BROADCASTING.

Gulf states small market station $16,667, $5,000 down payment; medium market stations (2), $45,000, $125,000, terms. Chapman Company, 1182 West Peachtree, Atlanta.

Nevada fulltimer-kilowatt, $39,000 down. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Southwest single market full time. Making money. Ideal for owner-manager. $47,500 with $18,000 down. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Florida medium market stations (3), prices ranging $40,000 to $236,250, all with terms. Chapman Company, 1182 West Peachtree, Atlanta.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Great Plains State medium market station, $208,000, $60,000 down payment. Chapman Company, 1182 West Peachtree, Atlanta; or 1270 Avenue of Americas, New York.

Have buyer for single market operation billing $75,000 or more annually. Replies confidential. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Upper south small metropolitan market television station, $895,000 down payment $185,000. Chapman Company, 1182 West Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Southern California kilowatt—$43,500.00 down. Attractive terms. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Regional daytimer Oklahoma single market. $47,500 with $17,500 down. Easy payout. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

West Texas secondary market fulltime. Nice property with excellent potential. $47,500 with $17,500 down. Patt McDonald, Box 9322, Austin, Texas. GL 3-8070.

Paul H. Chapman station broker and associates will be at the Mayflower Hotel, Washington, during NAB Conference October 27-28 and will welcome opportunity to meet persons interested in buying or selling stations.

Equipment

RCA 311AB frequency monitor recently removed from service. Needs worked on, but basically sound. Bcx 349G, BROADCASTING.

Schafer remote unit, new, $995.00: Standard Library, good condition, $375.00. Might trade recording equipment part payment. Box 370G, BROADCASTING.

One kilowatt uhf television transmitter, Channel 22 with monitors, demodulator, filterplexer, transmission line, etc. Also Blaw Knox 250 ft self-supporting tower. Prices and details on request. Box 411G, BROADCASTING.

M-90A Magnecorder rack mount excellent condition, a real buy $785.00. KPOK, Scottsdale, Arizona.

Have a 250 watt RCA transmitter, model 250-L, with complete compliment of tubes, just taken out of service. Make offer. Contact KWSD, Mt. Shasta, California.

Mohawk midgetape, complete with leather case, mike, earfone, telephone pickup, 3 cartridges, instruction manual, service manual and AC-DC playback amplifier. $200. Write Chief Engineer, WEJL, Scranton 1, Pa.

FOR SALE—(Cont'd)

Equipment

3-kw Federal fm transmitter with two bay Andrews antenna and transmission line (A-1 condition) $3,500.00. WPHB, Philipsburg, Penna.

33" wide carriage Royal typewriter for typing logs. Like new. Gene O'Fallon & Sons, 639 Grant Street, Denver. AMherst 6-2397.

Television monitors. We manufacture the most widely accepted monitors in broadcast and industrial applications. Delivered under several trade names. Tilted front, plug-in construction. 8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

RCA. BTA-1 L transmitter. $1,500. Write Chief Engineer, WEJL, Scranton 1, Pa.

WANTED TO BUY

Stations

Moneymaking manager has modest down payment on part or all good potential station or cp. Box 115G, BROADCASTING.

Want am station in Carolinas or Virginia. Prefer 25-35 thousand dollar price range in small market. Box 129G, BROADCASTING.

Two experienced radio men would like to buy small station in upper midwest. Replies held confidential. Box 245G, BROADCASTING.

Having sold my station am in market for another. Prefer midwest or southwest, though any good market will be considered. Prefer down payment $50,000 but more or less will be considered. Write Box 266G, BROADCASTING.

Radio station wanted in market of 75,000 or larger; ready to make cash down payment. Seller may retain interest if desired. Confidential. Write Box 348G, BROADCASTING.

AM stations wanted in Jackson, Birmingham and Little Rock. Top price $150,000 each. Box 382G, BROADCASTING.

AM station wanted on Mexican border. Prefer part interest. Wanted as investment only. Box 383G, BROADCASTING.

Cash loan available for station planning promotion campaign. 5% plus reasonable stock bonus. Box 412G, BROADCASTING.

Responsible manager will buy part, all sick station, good market. Phone, wire Detroit, Townsend 9-9142.

Paul H. Chapman station broker and associates will be at the Mayflower Hotel, Washington during NAB Conference October 27-28 and will welcome opportunity to meet with persons interested in buying or selling stations.

Equipment

Used field intensity meter—broadcasting band Must be in good condition. Contact 364G, BROADCASTING.

Used 250 watt fm transmitter complete with monitors. Call or wire Richard Tuck Enterprises, KBEC, Waxahachie, Texas.

Wanted. Used Andrews multi-V 4 bay antenna. Write KJML-FM, 2861 El Paseo Lane, Sacramento 21, California.

Small console or consolette. Cash. Bill Bigley, KVMA, Manolia, Arkansas, CE 4-5862.

RF amplifier, in good condition, Gates M5144A or similar. WBCU, Union, S. C.

INSTRUCTION

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting October 29, January 7, 1959 and March 4, 1959. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Attention personality dj's. For only $200.00 I can increase your income $1000.00 or more per month. This is a tested and proven method to make money legitimately, fast, and enjoyably. I know how . . . my record hop instructions will net you $1000.00 or more per month. By following my simple instructions of the Record Hop Success Story inside and out . . . you too will be a success. I went from a $500.00 a month dj to $1900.00 per month personality in an area of only 15,000 population. Mail cashier's check or money order of $200.00 now. Teen Age Record Hop, Box 176G, BROADCASTING.

RADIO

Help Wanted

Sales

LEADING EASTERN INDEPENDENT HAS OPENING

For two better than average salesmen. Young, aggressive, capable man can earn salary in five figures after reasonable time. Draw against 15% commission. Send complete resume and photo to

General Manager
WNOR
Norfolk, Virginia

Announcers

Combination newsman, dj needed by fast-paced top-rated central Pennsylvania news and music station. Salary and hops can earn you $5,500 per year. Reply with tape-records and news-letter and references.

Box 396G, BROADCASTING.

RADIO

Situations Wanted

BROADCAST EXECUTIVE

Extremely able and capable broadcasting figure with 29 years background in this field is currently available for discussions regarding future plans.

Experience includes 17 years at the local station level including management, programming, sales and sales management, writing, promotion, publicity, merchandising and microphone work. Balance of experience has been in the national representative field at both the sales and executive level. Interested parties should contact Box 394G, BROADCASTING.

Sales

I WANT OUT!

The agency rat-race has got me! Over 5 years in agency as AE on accounts heavy in radio and TV. 4 years in radio, over 2 as Sales Manager. Would like good opportunity in radio or TV sales with station or Rep. Age 35, married, will relocate anywhere. All replies acknowledged. Present location midwest.

Box 377G, BROADCASTING

RADIO

Situations Wanted—(Cont'd)

Announcers

TOP CALIBER DEEJAY

12 YEARS EXPERIENCE. Past two years with McLENDON Chain . . . DEE-JAY & PROGRAM DIRECTOR of key station. Contract expires Dec. 16th. Excellent references, proven results . . . and plenty of RATING "know-how." Looking for TOP financial future with progressive organization in metropolitan market.

Contact
Bob Stevens KILT, Houston . . . Texas

Production-Programming, Others

TOP-NOTCH FARM MAN AVAILABLE

We have an employee who has been with this station for a period of almost 4 years, and are trying to place him with a top-notch radio station. He is our Farm Service Director. We must discontinue this part of our programming because of a "policy change" of the owners who do not reside in our locality. This man is a graduate of Purdue University School of Agriculture. He taught Agriculture in the Samoa Islands for the United States Government. We believe him to be one of the finest farm men in radio today. He is a hard worker—has a wonderful family—habits excellent and his loyalty is unquestioned. If you are interested in a man with his qualifications, contact this box number immediately. He is earning at present $5200 per year plus talent and will be available after November 1, 1958.

Box 384G, BROADCASTING

TELEVISION

Situations Wanted

Production-Programming, Others

EXPERIENCED FILM DIRECTOR

5 years New York City, indie TV. Purchased both for individual and group stations. Experienced with all phases of film operation. Acquainted with distributors, syndicators, etc. top references. Available immediately for any station or group who can use experienced film buyer—programming operator. Please reply to Box 218G, BROADCASTING.

FOR SALE

Stations

See
HASKELL BLOOMBERG
Station Broker At The
NAB FALL CONFERENCES
BOSTON—OCT. 20-21
WASHINGTON—OCT. 27-28

Equipment

CO-AXIAL TRANSMISSION LINE

Unused Andrew Teflon 1⅝", 51.5 ohms. Original Packing—Tremendous Saving. Immediate Shipment Large or Small Quantity. Wire or write: Sacramento Research Labs., 3421—58th St., Sacramento 20, Calif.

WANTED TO BUY

Stations

Professional Radio Group interested in purchase of small market AM outlet. All replies in strictest confidence.
BOX 397G, BROADCASTING

WANTED TO BUY
LEASE OR MANAGE
STATIONS
PAY OUT BASIS
STRONG SALES & PUBLIC RELATIONS EXECUTIVE, PROMOTIONAL BACKGROUND,
with STAFF, former Owner Radio Station in the East and Executive Manager UFH Station—is now available. You will find our arrangements equitable, mutually profitable. Confidential.

Emanuel Lazarus Stone
Planning & Public Relations
3220 Hudson Blvd., Jersey City 6, New Jersey
Telephone Swarthmore 5-0201

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Washington 7, D. C.

RADIO—TV—ADVERTISING
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Many job availabilities throughout the Southeast
FREE REGISTRATION—LARGE DEMAND
- Engineers for Radio & TV
- Salesmen for Radio & TV
- Announcers • Combo men
- TV Production • Film Editors

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458 PEACHTREE ARCADE
ATLANTA, GEORGIA
JACKSON 5-4841

Dollar for Dollar

you can't beat a classified ad in

getting top-flight personnel.

FOR THE RECORD *continued from page 110*

By Hearing Examiner Charles J. Frederick on Oct. 14

Prehearing conference scheduled for 10 a.m. Oct 17, is rescheduled for 9 a.m., Oct. 21, in proceeding on am applications of Columbia River Bcstrs. and L. Berenice Brownlow, both St. Helens, Ore.

By Hearing Examiner Thomas H. Donahue on Oct. 10

Continued from Oct. 13 to Oct. 20 hearing on am applications of Nick J. Chaconas, Gaithersburg, Md., et al.

By Chief Hearing Examiner James D. Cunningham on Oct. 14

Ordered that application of University of Judaism—West Coast Branch of the Jewish Theological Seminary, Los Angeles, Calif. is dismissed; retained in hearing status Pacifica Foundation, Pasadena, Calif., application; and dismissed petition of RKO Teleradio Pictures Inc. for leave to intervene in proceeding on educational fm applications of Pacifica and University of Judaism.

By Chief Hearing Examiner James D. Cunningham on October 10

Granted petition by Pacific Bcstrs (KUDE), Oceanside, Calif., for dismissal without prejudice of its am application, and retained in hearing status am application of L & B Bcstg. Co., Hemet, Calif.

Granted motion by Twin City Bcstg. Co., for dismissal with prejudice of application of Toombs County Bcstg. Co. both for am facilities in Lyons, Ga., and retained in hearing status application of Twin City.

By Hearing Examiner Annie Neal Huntting on October 9

Granted motion by WJMJ Bcstg. Corp., Philadelphia, Pa., to quash notice of taking depositions in proceeding involving its am application and that of The Young People's Church of the Air Inc., Philadelphia, without prejudice to the filing of new or amended notice of taking of depositions which contains more detailed information as was indicated to be necessary in ruling of examiner which was stated on record at prehearing conference.

By Hearing Examiner Herbert Sharfman on October 9

Cancelled prehearing conference scheduled for Oct. 16 re applications of Wabash Valley Bcstg. Corp. (WTHI-TV, Channel 10), for renewal of license and Livesay Bcstg. Co., for new tv station to operate on ch. 10, both Terre Haute, Ind.

Prehearing conference scheduled for 10 a.m., Oct. 15, will be held instead at 2 p.m. on same day re application of Jane A. Roberts (KCFI), Cedar Falls, Iowa, for station license.

By Hearing Examiner Millard F. French on October 9

Scheduled prehearing conference for Oct. 23 on application of South County Bcstg. Co., for am facilities in Wickford, R. I.

By Hearing Examiner H. Gifford Irion on October 10

Continued oral argument from October 13 to October 14 on application of WILA Inc. (WILA), Danville, Va., for Mod. of cp.

Commission on Oct. 8 granted petition by **Capitol Radio Enterprises** (KGMS-TV), Sacramento, Calif., for extension of time from Oct. 6 to Oct. 20 to file replies to several oppositions filed to its July 11 request for further modification of petition for rule making to assign ch. 12 to Sacramento.

By Comr. Frederick W. Ford on October 9

Granted petition by Broadcast Bureau for extension of time to Oct. 10 to file exceptions to initial decision in Bowling Green, Ky., tv ch. 13 proceeding (Sarkes Tarzian Inc., and George A. Brown Jr.).

By Hearing Examiner Jay A. Kyle on October 7

Scheduled further hearing for Oct. 20 on applications of Walter G. Allen and Marshall County Bcstg. Co., for am facilities in Huntsville and Arab, Ala.

By Hearing Examiner J. D. Bond on October 8

Continued further hearing to Oct. 16 in Hampton-Norfolk, Va., tv ch. 13 proceeding (Peninsula Bcstg. Corp. [WVEC-TV], et al).

By Hearing Examiner H. Gifford Irion on October 8

Scheduled oral argument on petition by WILA Inc. (WILA), Danville, Va., for leave to amend its application.

By Hearing Examiner Elizabeth C. Smith on October 8

Granted request by Twin City Bcstg. Co. for prehearing conference in proceeding involving its am application and that of Toombs County Bcstg Co., both Lyons, Ga.; prehearing conference is scheduled for Oct. 16 at 2 p.m.

By Hearing Examiner Isadore A. Honig on October 8

Ordered that Gateway Bcstg. Corp. (WOTW), Nashua, N. H., having failed to file with Commission a written appearance within 20 days of mailing of notice of its designated as party in proceeding on am application of Westminster Bcstg. Co. (WCME), Brunswick, Maine, be held in default.

Continued from Nov. 10 to Nov. 14 hearing on am application of KWEW Inc. (KWEW), Hobbs, N. M.

By Hearing Examiner Basil P. Cooper on October 7

Continued evidentiary hearing from Oct. 22 to Dec. 15 re application of Santa Monica Bcstg. Co., for fm facilities in Santa Monica, Calif.

By Hearing Examiner Thomas H. Donahue October 8

Advanced time for hearing from Oct. 9 at 10 a.m., to 9 a.m., on the same date, in proceeding on am application of Robert A. Corley, College Park, Ga.

By Hearing Examiner Annie Neal Huntting on dates shown

Rescheduled for Oct. 16 hearing which was continued without date in proceeding on am application of James S. Rivers Inc. (WJAZ), Albany, Ga. Action Oct. 7.

Scheduled further prehearing session for Oct. 14 at 9 a.m., in proceeding on am applications of James W. Miller, Milford, Conn., et al. Action Oct. 8.

Granted request by Broadcast Bureau for continuance of hearing from Oct. 17 to Oct. 28 on am application of County Bcstg. Co., Clarion, Pa. Action Oct. 8.

By Hearing Examiner Millard F. French on October 8

Scheduled hearing for Nov. 12 at 4 p.m. in matter of assignment of call letters KOFY to Intercontinental Bcstg. Corp. for its am station at San Mateo, Calif.

By Hearing Examiner Charles J. Frederick on October 7

Issued order following prehearing conference in Moline, Ill., ch. 8 proceeding (Community Telecasting Corp., et al.) formalizing certain agreements made on record of prehearing conference held on September 11.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of October 10

KAFE Oakland, Calif.—Granted license for fm station.

KRNO San Bernardino, Calif.—Granted license covering installation of new trans.

WEZL Richmond, Va.—Granted license covering installation of new ant. and trans. for aux. purposes.

WCSC-FM Charleston, S. C.—Granted cp to increase ERP to 68 kw, ant. height to 700 ft., installation new type ant., change studio location, and rt.-trans. location using combined fm and tv tower.

WTOV-TV Norfolk, Va.—Granted extension of completion date to April 16, 1959.

Actions of October 9

WBTH Williamson, W. Va.—Granted acquisition of positive control by **Phil Beinhorn** through purchase of stock from **Alice Shein** by **Williamson Bcstg. Corp.**, and the retirement thereof.

WJAR Providence, R. I.—Granted cp to install new main trans.; remote control permitted.

WJAR Providence, R. I.—Granted cp to install presently licensed main trans. as an alternate main trans. from present main trans. site; remote control permitted (BP-12363).

KBUN Bemidji, Minn.—Granted cp to change ant.-trans. location and make changes in ant. (increase height) and ground system.

KFBC Cheyenne, Wyo.—Granted cp to install new type trans. as alternate main trans. at present main trans. site. (BP-12369).

KFOX Long Beach, Calif.—Granted mod. of license to change name to **KFOX Inc.**; and mod. of cp to change name to **KFOX Inc.**

WHEE Martinsville, Va.—Granted mod. of license to change name to **Patrick Henry Bcstg. Corp.**

KDOM Windom, Minn.—Granted mod. of cp to change type trans.; conditions.

KCRN Crane, Tex.—Granted mod. of cp to change type trans.

WGOK Mobile, Ala.—Granted mod. of cp to change type trans. and specify studio location.

WJVA South Bend, Ind.—Granted mod. of cp to change type trans.

KAPI Pueblo, Colo.—Granted mod. of cp to change type trans.

Actions of October 8

***WHRM Wausau, Wis.**—Granted license covering changes in non-commercial educational fm station; and changes in ant. system.

WNOX Knoxville, Tenn.—Granted license covering installation of new main trans.; and license to use old main trans. as aux. trans. at present location of main trans.

National Bcstg. Co. New York, N. Y.—Granted cp and license for 17 low power (13 with 0.5 w and 4 with 0.2 w) aux. on 26.10-26.48 mc to be used with WRCA-AM-FM-TV New York, N. Y.

WRNL Richmond, Va.—Granted cp to change ant.-trans. location; make changes in DA system (increase height and sidemount fm ant. on center tower); changes in ground system; and install new trans.; remote control permitted.

WRNL-FM Richmond, Va.—Granted cp to install new type ant.; increase ant. height to 320 ft., and change ant. trans. location (same as trans. location of am); remote control permitted.

WDIX Orangeburg, S. C.—Granted cp to install new type trans.

KNEV Reno, Nev.—Granted cp to replace expired permit for increase in power, etc.

KGLC Miami, Okla.—Granted cp to install new trans.

KHOG Fayetteville, Ark.—Granted cp to install new type trans.

KTOC Jonesboro, La.—Granted mod. of cp to change type trans.

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Oct. 15

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,258	35	105	560
FM	681	28	102	70
TV (Commercial)	428[1]	80[2]	110	101

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Oct. 15

	VHF	UHF	TOTAL
COMMERCIAL	427	81	508[3]
NON-COMMERCIAL	27	8	35[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Sept. 30

	AM	FM	TV
LICENSED (all on air)	3,258	536	428[4]
CPs ON AIR (new stations)	32	25	78[2]
CPs NOT ON AIR (new stations)	101	98	110
TOTAL AUTHORIZED STATIONS	3,391	659	665
APPLICATIONS FOR NEW STATIONS (not in hearing)	449	39	49
APPLICATIONS FOR NEW STATIONS (in hearing)	108	29	52
TOTAL APPLICATIONS FOR NEW STATIONS	557	68	101
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	381	24	42
APPLICATIONS FOR MAJOR CHANGES (in hearing)	43	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	324	24	58
LICENSES DELETED	0	1	2
CPs DELETED	2	0	2

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

Following stations were granted extensions of completion dates as shown: WDVL Vineland, N. J. to 11-30; KIKK Bakersfield, Calif. to 11-30, and KSBW Salinas, Calif. to 1-25-59.

Action of October 7

WAGR Lumberton, N. C.—Granted authority for 90-day extension to Jan. 4, 1959, to operate daytime hours only.

Actions of October 6

WJPF Herrin, Ill.—Granted transfer of control from **Maybelle J. Lyerla**, executrix of estate of **O. W. Lyerla**, deceased, to **Maybelle J. Lyerla.**

WPRY Perry, Fla.—Granted assignment of license to **E. P.** and **Alpha B. Martin** and **John A. Branch** d/b under same name.

WFID Rio Piedras, P. R.—Granted acquisition of positive control by **Rafael Jose Acosta** through purchase of stock from **Enrique Sampayo.**

WCBT Roanoke Rapids, N. C.—Granted acquisition of positive control by **J. W. Crew Jr.**, through transfer of stock from **S. Ellis Crew.**

KDOM Windom, Minn.—Granted assignment of cp to **Paul C. Lund**, et al., d/b under same name.

WBAI New York, N. Y.—Granted assignment of license to **WBAI-FM Inc.**; and assignment of Sub. Com. Auth. to **WBAI-FM Inc.**

WWJ-TV Detroit, Mich.—Granted license covering installation of aux. ant. at main trans. site.

WFDS-FM Baltimore, Md.—Granted mod. of cp to make changes in ant. system (decrease height of ant. supporting structure).

KGLA Los Angeles, Calif.—Remote control permitted.

NARBA Notifications

List of changes, proposed changes, and corrections in assignments of broadcast stations modifying appendix containing assignments of broadcast stations attached to recommendations of North American Regional Broadcasting agreement engineering meeting.

CANADIAN

560 Kc.

Corner Brook, Nfld.—1 kw, DA-N U. Class III. Delete assignment. New.

610 Kc.

Elliot Lake, Ont.—1 kw, ND D. Class III. Delete assignment. New.

710 Kc.

CJSP Leamington, Ont.—1 kw, DA-D D. Class II. Delete assignment for increase in power (CJSP remaining 250 watts 710 kc DA-D).

800 Kc.

Fort William, Ont.—1 kw, DA-1 U. Class II. Delete assignment. New.

930 Kc.

North Bay, Ont.—1 kw, ND U. Class III. Delete assignment. New.

1090 Kc.

CHRS St. Jean, P. Q.—5 kw, ND D. Class II. Delete assignment for increase in power (CHRS remaining 1 kw. 1090 kc. ND D).

1240 Kc.

CJCS Stratford, Ont.—1 kw, D/0.25 kw n. DA-D U. Class IV E.I.O. 9-1-59 (P.O. 1240 kc 0.25 kw ND).

Melfort, Sask.—0.25 kw, ND U. Class IV. Delete assignment. New.

1270 Kc.

CHWK Chilliwack, B. C.—10 kw, DA-1 U. Class III E.I.O. 9-1-59 (P.O. 1270 Kc. 1 kw DA-1).

1320 Kc.

CKEC New Glasgow, N. S.—1 kw, D/0.25 kw N ND U., Class IV. E.I.O. 9-1-59 (P.O. 1230 kc. 0.25 kw ND).

1330 Kc.

Calgary, Alta.—5 kw, DA-1 U. Class III. Delete assignment. New.

1350 Kc.

CKLB Oshawa, Ont.—10 kw, D/5 kw N DA-2 U. Class III. Delete assignment for increase in daytime power (CKLB remaining 5 kw 1350 kc DA-2 U).

1410 Kc.

CFUN Vancouver, B. C.—10 kw, D/1 kw N ND U. Class III. E.I.O. 9-1-59 (P.O. 1410 kc 1 kw ND).

1440 Kc.

Kitimat, B. C.—1 kw, ND U. Class III. Delete assignment. New.

Courtenay-Comox, B. C.—1 kw, DA-N U. Class III. E.I.O. 9-1-59. New.

1570 Kc.

CHUB Nanaimo, B. C.—10 kw, DA-2 U. Class II. Delete assignment for increase in power (CHUB remaining 1 kw 1570 kc DA-1).

Dorval-Pointe Claire, P. Q.—5 kw, DA-1 U. Class II. Delete assignment. New.

AMERICAN

790 Kc.

KCEE Tucson, Ariz.—1 kw, DA-D (now in operation with new station) D. Class III.

980 Kc.

WTOT Marianna, Fla.—1 kw, ND (now in operation with new station), D. Class III.

1350 Kc.

WRWH Cleveland, Ga.,—0.5 kw, (now in operation with new station) ND D. Class III.

1410 Kc.

WDOE Dunkirk, N. Y.—0.5 kw, DA-N (P.O. 1410 kc 0.5 kw DA-2—no change in night operation), U. Class III-B 10-1-58 10-1-59.

1470 Kc.

WVOL Barry Hill, Tenn.—1 N/5D kw, DA-2 (P.O. 1470 kc Nashville, Tenn. 1 kw ND D), U. Class III-B 10-1-58 10-1-59.

1580 Kc.

Anderson, Calif.—1 kw, ND D. Class II. 10-1-58 10-1-59. New.

every minute is a
selling minute on WFBM

• **First all day***. . . "most listened to" because WFBM sounds *good* to Hoosiers! More entertainers, many different voices, plus a variety of music, give a daily lift to listeners.

12-man news staff and 3 mobile units handle fast-breaking local, farm and weather stories with on-the-spot priority . . . world-wide events get exclusive coverage by WFBM-TIME Washington News Bureau.

This *variety* assures an even larger *cumulative* audience. It's what you want for saturation spot campaigns!

Check WFBM first—*where every minute is a selling minute!*

*C. E. Hooper, Inc. (7 a. m. - 6 p. m.) June, 1958

Represented Nationally by the **KATZ** Agency

to sell the most Hoosiers
be sure your product
is cooking in the hottest pot!

from **ROBERT P. GEARY,** *assistant radio-tv director, Mathisson & Assoc., Milwaukee*

Have radio-tv air salesmen gone the way of the dinosaur?

What's happened to the local "air salesmen" for the radio and tv stations who do the sponsors' commercials live without benefit of filmslides, cards or electrical transcriptions?

In this day and age when everything moves with the speed of lightning and everybody is in orbit along with the Sputniks and Explorers, the man who sells the products for the local radio and tv station has gone so far into orbit he's disappeared! That's what it looks like from this side of the fence, where there is a constant search for good talent to sell a sponsor's product. Naturally, the "old school" remains — Del Sharbut, Jim Ameche, Rex Marshall, Ken Nordine, and some more.

But the average school of thought these days seems to be "The record's the thing!" That may be true. The record is the thing in three out of four radio stations, and the customer's live sales message comes last! Times were when an announcer was selected for his ability to read a commercial and not just his ability to read the words, but to *sell* the commercial. His diction was also taken into consideration as an ability that might put him on the road to success in the broadcast field. Today, as records have taken over the bulk of the program log of the average radio station, the straight announcer—the man who sells products for the advertiser on a station, whether large or small, big city or tank town—has taken a back seat to the young, aggressive "up-start" who knows the beat, composer, arranger and artists of the latest rock and roll hit tune.

And what have the advertisers been doing about all this? They've been going to the Ken Nordines, the Rex Marshalls and the Del Sharbuts and paying the freight for transcribed commercials over which they have absolute control.

Listen to the howls of the independent station operators hollering, "Foul. It's been rigged! We hire our announcers primarily to sell. . . ." That may be, but what are they selling—records or products?

True, there are stations still on the air who do hire announcers as salesmen. These "old-type" announcers are beginning to see the twilight of their careers, though, and they are beginning to muscle in on the management side of the stations. When that happens, they, too, lose sight of the fact that a station should have someone on the air who can do the selling for the clients, someone who can act as a disc jockey or an m.c. and still do a creditable selling job for used cars or peanuts or gasoline or soap chips or a bank.

The surveys have all indicated the popularity of the stations and the believability of the network outlet over the independent, but somebody has yet to gauge the value of a real salesman over the disc jockey—the happy-go-lucky, always smiling, crew-cut, bouncy housewives' "friend", who feeds the woman-of-the-house music and nonsense all day while the network announcers sell her all the products. Sure, the independent station operator or the semi-network station operator claims his personalities do sell. They have success stories which they have mimeographed by the thousands for the timebuyers to slop up and throw in the wastebasket.

The problem is that the local advertiser does not have the necessary funds in his advertising budget to include a jingle—a good one, that is—or a good announcer to sell his product the transcribed way.

What do we do then? Not everybody can hire network calibre announcers. Not every station is going to hire bell-voiced announcers with pear-shaped tones. Usually, the stations end up with personalities who are great as record m.c.'s but who feel that it is beneath their dignity to rehearse a commercial for even one minute before it is read on the air. Perish the thought! Rehearse a commercial? Never!

This may sound like it is directed at the radio stations only! Not true. So many tv stations have forgotten the basic principles of salesmanship that the video waves are flooded today with talent who can neither act nor read properly, much less do a realistic and interpretive job of discussing the world and local news on a 5- or 15-minute tv newscast.

Who's at fault for all this? Is it the stations themselves? Is it the announcers who have glorified their positions until they have become the highest priced non-selling salesmen in the broadcast field? Or is it the advertisers who have shied away from buying the hometown talent and gone to the big city in search of network salesmen? Who knows? Maybe it's the schools who turn out the announcers, or the schools of thought. If it's the latter, then everybody is to blame. If it's the schools, then there aren't many who can really pinpoint the blame, for the schools are turning out what the stations, advertisers and agencies want.

Whoever is to blame, a word of advice to them, one which can be absorbed by everyone in the broadcast field. Better teach the announcers how to sell a commercial. Better teach them that there is such a thing as *rehearsal*. Better teach them that regardless of the program rating, the advertiser is not going to stick if his product doesn't sell. And, he would like to have a local announcer do the commercial for his product if the announcer will see fit to spend some moments reading the commercial before it goes on the air, trying to put some life into it! After all, it's a two-way street. The advertiser wants to sell his product and the announcer wants to sell himself. They can both make money when the local announcer decides that he *can* spend some time on commercials and commercial presentation.

Trying hard not to use the following phrase as a disclaimer, because it isn't, I'd like to say that all announcers aren't lousy salesmen. All d.j.'s aren't interested only in the music and gimmicks of the airwaves. All announcers aren't interested only in whether the color of their shirt is okay for the color cameras. There are quite a few who still work at the trade they have chosen and quite a few local announcers who are doing a tremendous job.

Robert P. Geary, b. Dec. 4, 1927, Des Moines. Served in Army Infantry, 1945-1949; captain in Army Reserve. B.S. (speech), Marquette U., Milwaukee, 1953. Announcer and salesman, WRAC Racine, Wis., 1951-53. Joined William H. Weintraub Agency, June 1953. Was traveling radio-tv producer on Blatz, El Producto and La Palina accounts, operating in Wisconsin, Illinois and Minnesota; special copywriter on Blatz beer (radio-tv). Moved to Mathisson & Assoc., September 1954. Timebuyer and radio-tv producer-director for all accounts; copywriter for Miller High Life beer broadcast copy and local accounts. Married; two children.

Section 315's Last Lap

EVERYONE who believes that broadcasting does or should amount to anything as a journalistic force will cheer the U. S. Supreme Court's decision to review the political broadcasting law.

This law does everything that a law governing journalism should not do. It has reduced radio and television, during election campaigns, to the status of communications carriers with no authority over the traffic they bear.

As long as it remains in effect, the law makes the broadcaster the equal of the Western Union messenger or the switchboard operator. It prevents him from becoming the equal of the publisher of the smallest, least influential newspaper in the land.

The broadcasting law, which is Sec. 315 of the Communications Act, requires the broadcaster to give equal opportunities to all political candidates for a given office, providing he has given opportunity to any, and prohibits him from censoring—which is to say editing—any candidate's speech.

The case now before the U. S. Supreme Court is the classic illustration of Section 315 in action.

WDAY-TV Fargo, N. D., in compliance with the law, sold time to an independent candidate for a U. S. Senate seat after it had sold like time to the Republican and Democratic candidates.

The independent was a political nonentity. By stretching journalistic fairness to its limits, North Dakota newspapers were giving him an occasional inch. Events proved the superiority of editorial judgment over government fiat in decisions affecting the dissemination of information. The independent polled 937 votes to his Republican opponent's 155,305 and the Democrat's 87,919.

On his television appearance the independent made a speech which contained questionable references. Again in compliance with the law, WDAY-TV officials did not censor the speech despite their awareness of its dangers. Their reward for observing the law was to be sued, jointly with the candidate, for $150,000 libel damages.

The North Dakota Supreme Court, whose decision the U. S. Supreme Court has now agreed to review, held that because Section 315 prohibited the station from censoring the speech, it implied immunity for the station from libel action.

There are some broadcasters (and some lawyers) who approved that decision.

But, at best, it is a half-measure. If broadcasters are to achieve journalistic maturity, the North Dakota court's interpretation should not be allowed to stand. The larger question of constitutionality of Section 315 must be decided.

If broadcasting is immunized from libel in the political speeches it broadcasts, it will have ceded yet another responsibility to government. To cede responsibilities willingly to others is the surest indication of unwillingness to grow up.

What all broadcasters should be seeking vigorously is the opportunity to present political candidates and political news with the freedom enjoyed by other media. They should be clamoring to be given that authority and the responsibilities that go with it. They should be volunteering their full support in the preparation of the Section 315 case before the Supreme Court.

Uhf's Struggle for Survival

WHEN CBS threw in the sponge for one of its two uhf stations, it did the expected, if not the inevitable. Irrespective of what the engineering and propogation curves may show, it is a proven economic fact that a uhf station in a market having two or more vhf stations—even if the uhf is network-owned—cannot make a go of it under prevailing conditions.

But this is not to say that uhf is doomed everywhere. In those markets where uhf competes with uhf and where there is no vhf penetration from more than *one* station, uhf is accepted and welcomed. Where there is no vhf penetration, the uhfs fare very well.

CBS is going dark with ch. 18 WHCT-TV Hartford to affiliate with ch. 3 WTIC-TV. It is continuing operation of ch. 18 WXIX-TV in Milwaukee where there is an available vhf operating independently in a market that has two other network affiliated vhfs. Thus the CBS action evened the count with NBC which on Oct. 1 closed down ch. 17 WBUF-TV in Buffalo to reaffiliate with ch. 2 WGR-TV. NBC continues with its ch. 30 WNBC (TV) Hartford-New Britain. Both of the abandoned uhf stations had suffered heavy losses. And those the networks are continuing to operate are not financial successes.

Drawn for BROADCASTING by Sid Hix

"Good news, Boss. This article says quiz shows are on their way out."

The FCC staff is now drawing up recommendations on tv allocations, involving a number of pending deintermixture proposals. The administration is still considering appointment of a high level commission to appraise the whole area of spectrum allocations, including military as well as civil broadcasting and industrial usage. Congress at the next session is pledged to consider legislation that would activate a study looking toward single control of the spectrum as against the divided authority of the Executive and the FCC.

The demand for spectrum space far exceeds the supply of usable bands. Next to the minimal requirements of national defense and safety of life services, broadcasting services should have priority. They are indispensable to the public service.

It has been evident for some time that the 1952 "final" allocations for television were not "optimum." Mixing of uhf and vhf markets has not proved feasible. We do not profess to know what the answer should be. We do know that it is not to be found in putting patches on patches on the existing base structure.

A long-range, scientific realignment is indicated—one that will do least violence to established service to the public and will permit orderly amortization of investments. Broadcasters, as the FCC's engineering Commissioner T. A. M. Craven recently reminded, have an important stake in this overall project and cannot help themselves by what he called "blind resistance in the face of technological progress."

Uhf may be of utmost importance in television's future. Until realistic answers are produced by proper analysis of spectrum use and availability, not a single one of the 70 uhf channels should be forfeited or abandoned.

Joseph Katz

JOE KATZ, who died last week at 70, came close to being the advertising man's advertising man. He was one of a diminishing clan who helped build advertising to professional status against the rugged opposition of bureaucrats and do-gooders who contended it belonged to the era of medicine shows and pitchmen.

Mr. Katz won acclaim as a creative copy writer. He had established his agency in Baltimore and Baltimore remained his home and his headquarters. The course of economic events dictated the establishment of New York quarters but he never personally made the transition to Madison Avenue.

To Joe Katz "people were more important than things." This philosophy animated his business and personal life. He hated stuffed shirts and loved the little guy. His philanthropies were many.

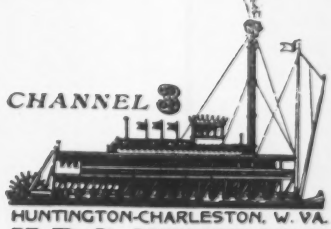
Mr. Katz recognized the potency of radio and used it liberally for his accounts. He became the principal owner of WWDC Washington 10 years ago and recently bought WMBR Jacksonville.

The Katz billings probably never hit the top 20. They probably could have if he had chosen to follow the parade to Madison Avenue. Being essentially a creative artist, he preferred the home town and the common touch. It achieved for him more than worldly goods—the respect and the admiration of his fellow men.

WSAZ-TV

. . . the winner in every race!

- ✓ CHARLESTON ARB Share of Audience
- ✓ HUNTINGTON ARB Share of Audience
- ✓ AREA ARB Share of Audience
- ✓ NCS # 3 total counties
- ✓ NCS # 3 daily circulation
- ✓ NCS # 3 weekly circulation
- ✓ ARB—TOP 10—In HUNTINGTON
- ✓ ARB—TOP 10—In CHARLESTON
- ✓ ARB METRO. PORTSMOUTH, OHIO
- ✓ ARB METRO. PARKERSBURG, W. VA.
- ✓ ARB Coincidental Nighttime NEWS



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N.B.C. NETWORK
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LAWRENCE H. ROGERS, PRESIDENT
C. TOM GARTEN, V.P. & Commercial Manager

The details are more exciting than the America's Cup Race . . . Call your "KATZ" Man!

. . . number one in America's 37th TV market, reports Nielsen #3

Now confirmed and certified by the Nielsen Coverage Survey #3, is the clear-cut domination by WSTV-TV Channel 9 of the prime Steubenville-Wheeling television market:

- *over 200,000 more TV homes covered than its nearest competitor*
- *lowest cost-per-thousand, by far*
- *highest TV set coverage in all total Nielsen survey categories: monthly, weekly, daily, daytime and evening*

For advertisers, WSTV-TV delivers deepest penetration into the 39 densely populated counties comprising the rich Upper Ohio Valley where retail sales hit $3,159,860,000. And only WSTV-TV offers FREE "Shopper-Topper" merchandising service—"promotion in motion" designed to move food store products in America's Steel and Coal Center. For more details, ask for our new "Shopper-Topper" brochure.

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